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PAGE FENCE ASSOCIATION

Headquarters: Bridgeport • Connecticut

DISTRICT OFFICES

ATLANTA • CHICAGO • NEW YORK
PITTSBURGH • SAN FRANCISCO
Members throughout the United States
and in Canada

Page Fence is a product of the
Page Steel & Wire Division of the
American Chain & Cable Company, Inc.

America's First Wire Fence—Since 1883

PRINTED IN U. S. A.

outdoor "living and playrooms"

Give them privacy and protection
Make them completely attractive

AT first it is a happy mixture of dream and desire. Next, plans take shape. Then your cherished hopes are merged with detailed plans into a satisfying reality—not just a house but a "home"!

Your home! Whether it be a cottage—or mansion—in city, suburb or country—its beginning was in your choice of property on which to erect it.

It was a "red letter day" when you made your decision. How carefully you noted the exact boundary lines and then, in imagination, you planted trees, shrubs and gay flowers—planned a luring spot for colorful lawn furniture where many pleasant hours would be spent.

Homes Revolve Around Children

In your mind was a picture of happy children romping with their dog and you could almost hear their shouts of glee as they tried out the new playground swing and slide. A new and glorious chapter in life had begun.

You saw the new house, blended into this magical environment, almost as clearly as though it were completed. And as is customary, you called the new house "home." But wait. What about the outdoor attractions, conveniences and comforts you were planning? They are as much a part of "home" as interior details.

Yes, your "home" begins at your property lines, not at the walls of your house. Return after a day at business or from social pleasures and you instinctively feel "home again" surge through you as you step or drive across the boundary line.

Your Home Needs a Fence Now

That new home of yours deserves and needs a fence. If you must defer something, be sure you do not delay the privacy, protection and finished attractiveness a fence affords.

A fence—a *good* fence—protects your children. It prevents them from wandering away. It safeguards them against thoughtless running into dangerous street traffic. It gives you control over their play associates. It bars entry to stray and sometimes vicious dogs and keeps your own dog at home.

A *good* fence restrains trespassers and undesirables. It greatly lessens the possibility of theft and reduces opportunities for accidents. It gives you and your family unobtrusive privacy.

A *good* fence protects your lawns and gardens against heedless feet and dogs that destroy. It serves as an effective background for shrubbery and flowers and as a frame for your home property.

A *good* fence is a PAGE Chain Link Fence—the fence that will, in most cases, endure as long as the house. If properly erected and given ordinary maintenance care, the first cost is the last cost.

Include Fence in F. H. A. Financing

By all means, erect a PAGE fence when the house is built. It can be included under the government's F.H.A. loan plan or other financing arrangements, spreading payment over a long period.



There are many reasons why your choice should be . . .

PAGE FENCE



FENCE *is* important—therefore maker, materials and methods should receive your thoughtful consideration. They determine the true value in your investment—your satisfaction throughout the years.

America's First Wire Fence—Since 1883

Woven wire fencing was originated by J. Wallace Page in 1883, and the company which he founded* has pioneered in every major development since that time. In research and technical advances; in manufacturing and erecting service, its achievements have been outstanding.

The first improvement was the creation of the chain link style of fence fabric wherein *preformed* wires interlock parallel to each other to form a square mesh. When stretched, these preformed sections bear together like the links of a chain. "Pull" is evenly distributed, giving maximum strength. Fence fabric can be put up without strain, even under excessive stretching. Only Page Fence has this naturally-formed square mesh.

Only Page Offers Five Metals

Page is the only fence available in a choice of five distinctly different metals: Page Copper-Bearing Steel, Armco Ingot Iron, Allegheny Stainless Steel, Alcoa Aluminum and Highland Wrought Iron. All are trade names identifying universally acclaimed materials.

Each of these metals possesses characteristics which make it more suitable than any other metal to meet certain climatic and service conditions after it is assembled into a completed fence. Each has been specially adapted to fence manufacture.

The Page Fence Association member nearest you will recommend the material most suitable to combat climatic and other conditions prevailing in your locality and to meet your individual preferences.

The service of Association members includes complete fence erection by trained men who are familiar with all local conditions affecting such work. Operating in a localized area, members' crews are quickly available for any fence service—such as repairs due to accidents, relocation of fences or fence painting.



*Page Woven Wire Fence Company, later Page Steel and Wire Division of the American Chain & Cable Company, Inc.

PAGE *Chain Link* FENCE
safeguards children and property



PEACE of mind prevails in the home when children are privileged to enjoy the healthful benefits of outdoor play, safeguarded against common dangers by protective Page Fence. Too, it is difficult to suggest to neighbors that their children or pets are damaging your gardens. It is easy to tell a Page Distributor to put up a suitable fence.

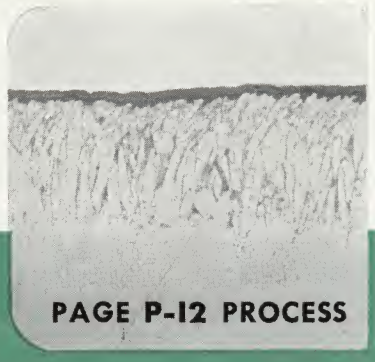


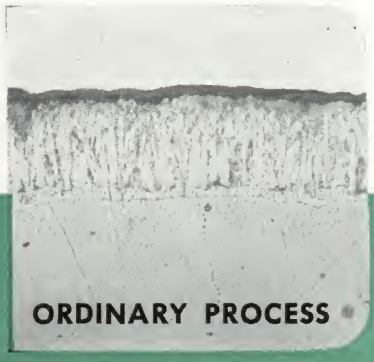
In its original finish or painted to blend with adjacent trees and shrubs, Page Chain Link Fence stands guard at home portals.

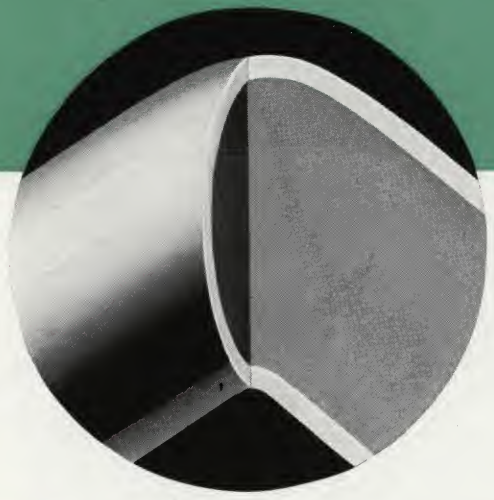


PAGE
CHAIN LINK FENCE

Features







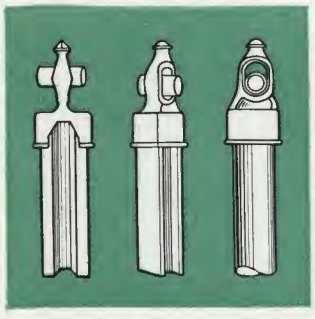
As a Page Fence safeguards children and property by surrounding them with reliable protection, so are the steel wires and all fittings safeguarded by a double-thick, even coating of zinc spelter, applied after weaving. Note the uniformness of coating in illustration at left and comparisons of thickness in illustrations above. These are very IMPORTANT features.

PAGE pioneered again by adopting the foremost achievement in the science of protecting the fence fabric against the destructive action of corrosion. The preformed copper-bearing steel is galvanized *after* the fabric has been woven. No other method is its equal.

The superiority of this after-weaving method is quickly recognizable when it is remembered that mechanical weaving of the fence fabric requires bending, twisting and cutting of the wire.

If the wire is galvanized *before* weaving, the protective coating cannot escape the cracking and chipping which exposes the virgin metal to attacks by the elements. Where the wire is cut to form top and bottom barbed or knuckled edges, the raw metal is unprotected.

But when galvanizing is done *after* weaving, metal surfaces in *every* bend, twist and cut receive *equal* protection with the straight wire surfaces.



"P-12" Galvanizing —Another Improvement

Another great forward stride in Page production methods was taken by the introduction of P-12 Galvanizing. Again Page made its Chain Link Fence more resistant to the destructive forces of rust and corrosion by stepping-up the thickness of the zinc covering.

This hot-dip process deposits on the completed fabric a super-heavy, uniform coating of zinc spelter approximately double previous standards and about five times the weight that is usual on wire galvanized for other commercial purposes. The standard test for galvanizing is known as the Preece Test—a chemical method for determining resistance to natural outdoor forces. Previously random samples of fence fabric were required to withstand four, five or six immersions in a copper sulphate solution. The standard for Page P-12 Fence was raised to *twelve* immersions—two or three times greater than required for many kinds of galvanized fencing.



All fittings, including posts, post tops, top rails, braces, corner and line bands, and gate parts, are zinc coated by the same P-12 process to assure full protection in *every* fence detail. Post tops, rail ends and terminal post brace fittings are malleable iron—sturdy and heavily galvanized.

Three Post Styles—One Exclusive

Page offers a choice of three post styles to meet definite needs or preferences. First is the standard and most popular galvanized Tubular Post of heavy gauge steel. Second is the frequently-used H-Beam Post of heavy galvanized steel.

In developing a better fence, Page engineers extended their work beyond fabric betterments and designed the first post exclusively for use with chain link fabric. This is the Page Winged Channel Post—a superior post for specific uses.

Post tops—end, corner and line—are designed for a snug, deep fit over the post top to prevent entry of the moisture that causes rust inside tubular posts.

PAGE *Chain Link* FENCE
Finishing touch to home beauty



ASIDE from its utilitarian purpose in affording privacy and protection, a Page Chain Link Fence forms an effective frame for a beautiful home — gives it a finishing touch.

The Page Chain Link Fence surrounding this attractive home (at right) demonstrates how well protection is attained, yet it scarcely obstructs the view of careful landscaping. Note the sturdy corner construction. No warping or unsightly sagging of the fence.

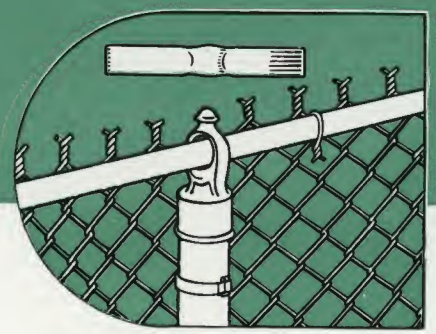


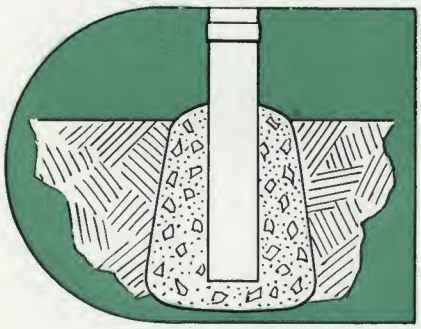


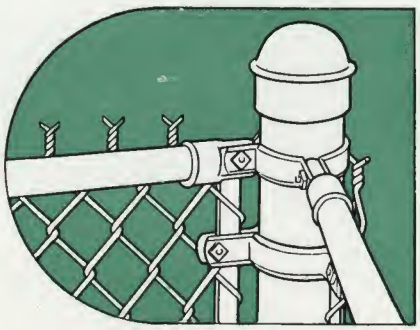
The neat, enduring Page Chain Link Fence (at left) marks the property boundaries without hinderance to full enjoyment of the protected beauty in adjoining yards.

Any quality product is an assemblage of detail. Your investment is protected

by PAGE FENCE *detail*







THE name PAGE not only identifies chain link fence fabric of faultless quality but it is the symbol of *quality throughout.*

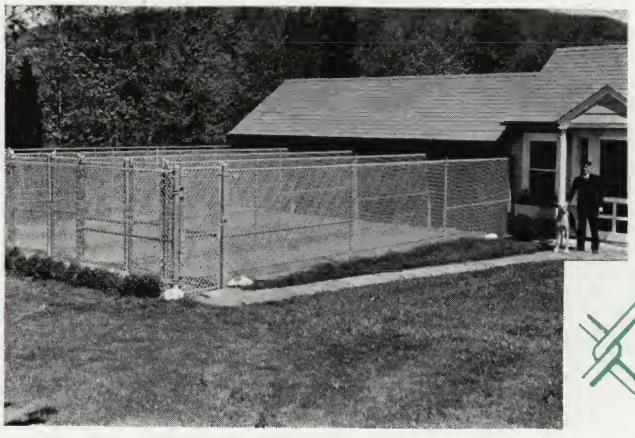
It is obvious that the superiorities of Page Fence fabric, great as they are, could not assure satisfying appearance and enduring service if *all* parts of the supporting structure and *all* erection methods did not meet the same high standards.

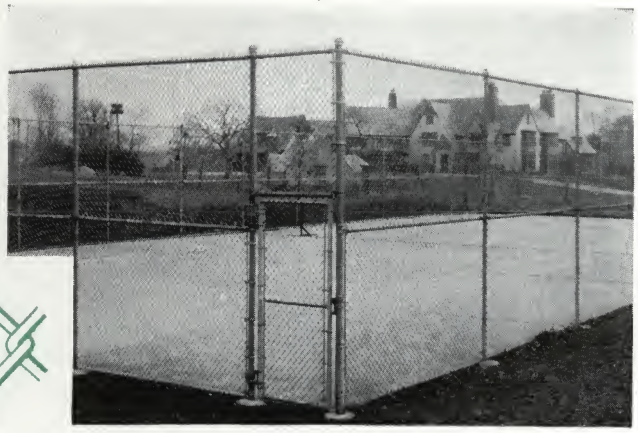
Of the many frame parts designed for varied erection requirements, posts and post tops have already been discussed. Among the other most used fittings are those which make up corner and end post assembly (see illustration above, at left).

A heavily galvanized steel bar is fitted into the chain link fabric, bearing equally on all links vertically, and then securely attached to the post by similarly treated steel bands, firmly bolted with rustless aluminum alloy bolts and nuts. The bar and bands hold the wire fabric taut and prevent warping and sagging. Your fence maintains its fine appearance through a long lifetime.

All posts—end, corner and line—are set in concrete, securely tamped into earth holes which are larger at the bottom than at the top to prevent post displacement by ground heaving due to recurring freezing and thawing and other uncontrollable causes.

In addition to residential, industrial and institutional uses for Page Chain Link Fence, it is widely used for tennis courts, baseball backstops, dog runs and wherever a strong, durable, good looking fence is needed.





PAGE *Wrought Iron* FENCE
Dignified Privacy and Protection

BRIEFLY stated, Page Ornamental Wrought Iron Fence gives everlasting service because it IS wrought iron. The enduring quality of this metal is derived from its physical structure, chemical purity of the base metal and method of manufacture.

In Page Wrought Iron the crystals of almost pure iron are intermingled with fibres of iron silicate—a non-corrosive, glass-like substance — which shield the metallic iron and effectively resist progressive rusting. Thus **the final bar is permeated with microscopic fibres of non-corrodible material.**



Wrought Iron chain which kept British Fleet from going up the Hudson more than 100 years ago.







Wrought Iron anchor from the flagship of Columbus, exposed for centuries in salt sea water.



Page Wrought Iron Fence provides protection in harmony with a fine home — a formal "stay-out" to potential intruders, with a welcoming gate for the invited. Its dignified appearance enhances attractiveness and value of the estate.

Children and pets are safe behind the permanent barrier of Page Wrought Iron Fence which warns all but friends that privacy is desired and proclaims the fact that beauty is appreciated.

PAGE *Chain Link Fence Styles*



Page Chain Link Fence erected with tubular top rail — a sturdy finishing unit.

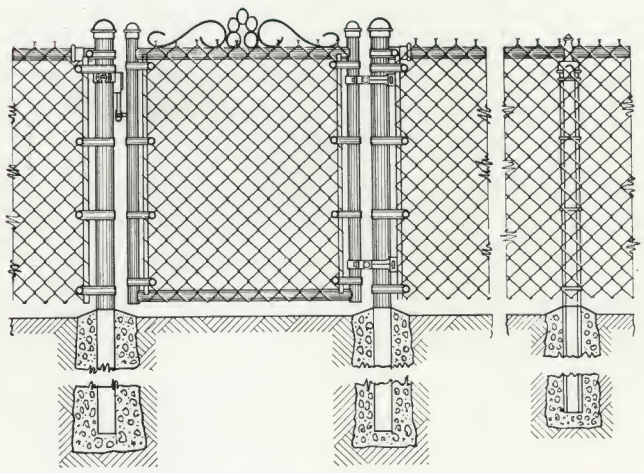




Page Chain Link Fence erected with tension wire in place of the tubular top rail.

Page Chain Link Fence is furnished with either barbed or knuckled top as specified, with gates to match the fence style when required

SPECIFICATIONS FOR B-1 AND B-1A RESIDENTIAL FENCE



FABRIC—2" square mesh chain link fabric in choice of Nos. 11, 9 or 6 gauge wire, in 36, 42 or 48" heights, galvanized after weaving to stand 6 dips by Preece test. Also available to stand 12 dips at small extra charge.

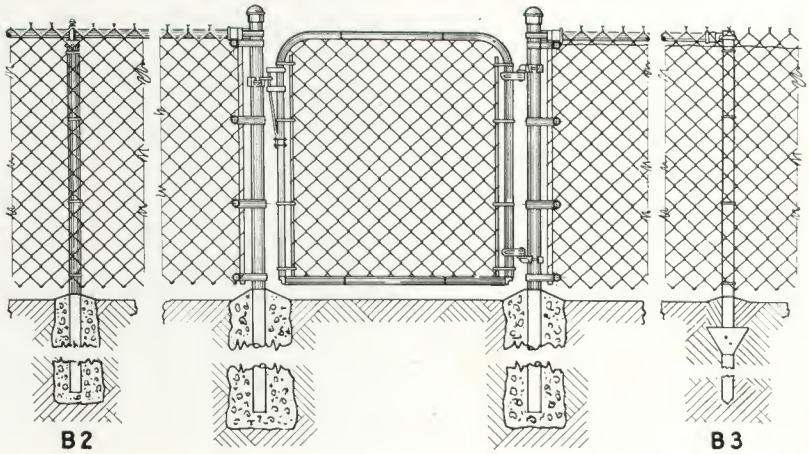
STYLE B-1—Fabric as above. Terminal posts, 2½" O.D. Line posts, high carbonrail steel "C" weight wing channel or 2" O.D. tubular, spaced 10' apart. Top rail, 1⅝" O.D. Gate frames, 1⅝" O.D., all joints welded.

STYLE B-1A—Construction is similar to Style B-1, except top rail is 1⅜" O.D., and gate frames are 1⅜" O.D., welded construction.

SPECIFICATIONS FOR B-2 AND B-3 RESIDENTIAL FENCE

STYLE B-2—Fabric same as for Style B-1. Terminal posts, 2" O.D. Line posts, 1⅝" O.D., spaced 10' apart. Top rail, 1⅜" O.D. Gate frames, 1⅜" O.D., all joints welded.

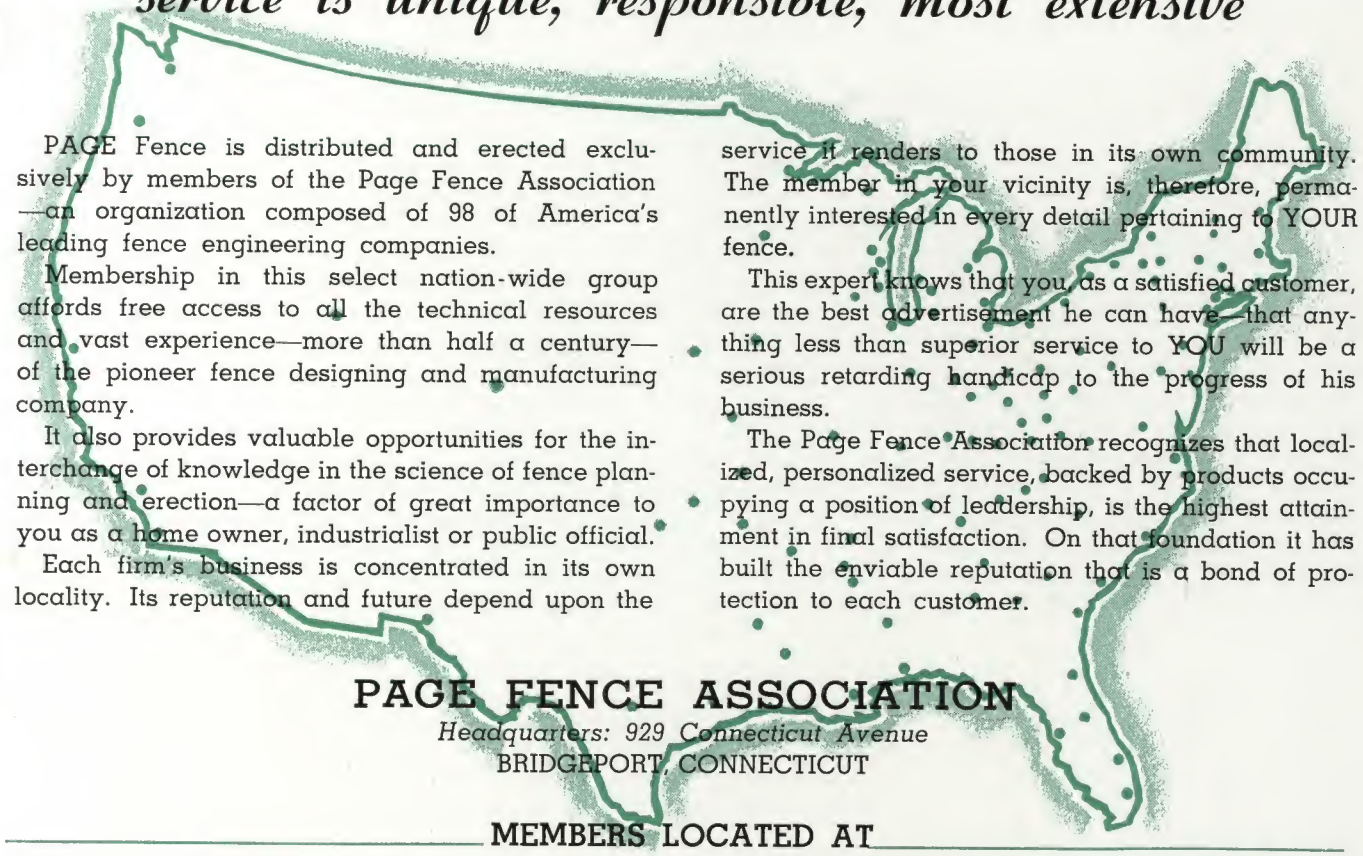
STYLE B-3—Fabric as above. Terminal posts, 2" O.D. Line posts, PAGE "T" section High Carbon drive posts with anchor plates, spaced 10' apart. Gate frames, 1⅜" O.D., welded construction or 1 1/16" tubing bent to shape—optional with customer.



B2 B3

Posts, Top Rails, Braces and Gate Frames for all styles of Page Chain Link Fence are available in either High Carbon Steel Tubing or Standard Pipe—both galvanized. Line posts may be set in concrete footings or be of the drive type, as illustrated above. Ornamental scroll on gate top is furnished at customer's option.

PAGE FENCE *distribution and erection service is unique, responsible, most extensive*



PAGE Fence is distributed and erected exclusively by members of the Page Fence Association —an organization composed of 98 of America's leading fence engineering companies.

Membership in this select nation-wide group affords free access to all the technical resources and vast experience—more than half a century—of the pioneer fence designing and manufacturing company.

It also provides valuable opportunities for the interchange of knowledge in the science of fence planning and erection—a factor of great importance to you as a home owner, industrialist or public official.

Each firm's business is concentrated in its own locality. Its reputation and future depend upon the service it renders to those in its own community. The member in your vicinity is, therefore, permanently interested in every detail pertaining to YOUR fence.

This expert knows that you, as a satisfied customer, are the best advertisement he can have—that anything less than superior service to YOU will be a serious retarding handicap to the progress of his business.

The Page Fence Association recognizes that localized, personalized service, backed by products occupying a position of leadership, is the highest attainment in final satisfaction. On that foundation it has built the enviable reputation that is a bond of protection to each customer.

PAGE FENCE ASSOCIATION

Headquarters: 929 Connecticut Avenue
BRIDGEPORT, CONNECTICUT

MEMBERS LOCATED AT

ALABAMA	Birmingham	Southern Steel Works Co.
	Mobile	Turner Supply Co.
ARKANSAS	Fort Smith	Harry G. Barr Co.
	Little Rock	Arkansas Foundry Co.
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	San Diego	A. N. Baird Bldg. Specialties Co.
	San Francisco	Page Steel & Wire Div. of American Chain & Cable Co., Inc.
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	Hartford	The Hartford Cement Co.
	New Haven	John P. Smith Co.
	Westport	Page Steel & Wire Div. of American Chain & Cable Co., Inc.
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	Orlando	Harry P. Leu, Inc.
	Tampa	Booker & Co., Inc.
	West Palm Beach	Harry I. Davis
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	Iron Mountain	Service & Supply Co.
	Kalamazoo	Kalamazoo Foundry & Mach. Co.
	Muskegon	Factory Supply Co.
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	Minneapolis	Crown Iron Works Inc.
MISSISSIPPI	Cleveland	Cleveland Lumber & Supply Co., Inc.
	Greenwood	Delta Lumber Co.
	Meridian	General Supply & Machine Co.
MISSOURI	Joplin	General Steel Products Co.
	Kansas City	Kansas City Wire & Iron Works
	St. Louis	Sears & Piou Div. of Burroughs Glass Co.
NEBRASKA	Omaha	Gate City Iron Works
NEW YORK	Binghamton	C. Y. Cushman
	Fort Edward	Newton & Hill
	Kenmore	Buffalo Industrial Co.
	New York	Brook Iron Works, Inc.
	Schenectady	McNeal Fence Const. Co.
	Watertown	Thomas H. Bradley
NO. CAROLINA	Charlotte	Allison Fence Co.
	Charlotte	Graham T. Allison
	Wilmington	Gregg Brothers
OHIO	Cincinnati	The Davis & Siehl Co.
	Cleveland	The Betz-Pierce Co.
	Columbus	Henry P. Howe Co.
	Portsmouth	Hibbs Hardware Co.
	Toledo	General Steel Products & Supply Co.
	Washington Court House	Wilson's Hardware
OKLAHOMA	Oklahoma City	Midwest Steel Co.
	Tulsa	Home & Bldg. Materials Corp.
PENNSYLVANIA	Erie	Erie Concrete & Steel Supply Co.
	Philadelphia	Horace T. Potts Co.
	Pittsburgh	Page Steel & Wire Div. of American Chain & Cable Co., Inc.
	Scranton	Bittenbender Co.
	Waynesboro	Smith Fence & Iron Co.
OREGON	Portland	Portland Wire & Iron Works
SO. CAROLINA	Charleston	C. D. Franke & Co., Inc.
TENNESSEE	Chattanooga	Noland Co., Inc.
	Memphis	Tri-State Iron Works
	Nashville	John Bouchard & Sons Co.
TEXAS	El Paso	Neff-Stiles Co.
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	Roanoke	Noland Co., Inc.
WASHINGTON	Seattle	Galbraith & Co.
W. VIRGINIA	Beckley	Beckley Hardware & Supply Co.
	Charleston	The West Virginia Company
	Charleston	The West Virginia Tractor & Equipment Co.
	Elkins	Valley Supply Co.
	Huntington	Logan Hardware & Supply Co.
	Parkersburg	Parkersburg Supply Co.
	Williamson	Persinger Supply Co.
WISCONSIN	Appleton	Northern Boiler & Structural Iron Works
	Fond du Lac	Vulcan Mfg. Co.
	Madison	Theo. Kupfer Foundry & Iron Works
	Manitowoc	J. J. Stangel Hardware Co.
	Milwaukee	A. F. Wagner Iron Works

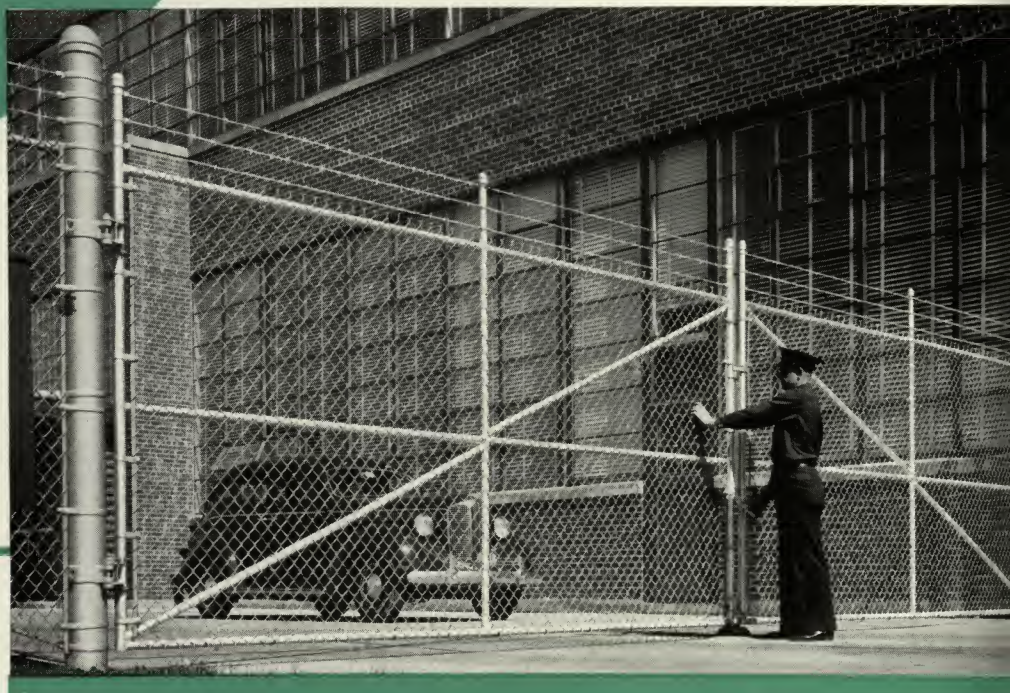
PAGE FENCE

for industrial and institutional uses

America's First Wire Fence—Since 1883

IF YOU are a manufacturer, the security and potential savings in Page Fence are important considerations. It is an effective barrier against careless or undesirable trespassers and malicious intruders. It protects you against property damage, material losses and possible liability suits. It lowers your insurance rates.

If you are a public official or institutional officer, you will be interested in the protection to lives and property afforded by Page Fence for school, park, playground and similar uses.



Human watchmen can guard property from only one point at a time. Supplemented by a Page Fence, protection is afforded 24 hours each day.



School children "stay put" and safely play behind protective Page Fence; guarded against thoughtless running into street traffic.

Page Fence is a product of the Page Steel & Wire Division of the American Chain & Cable Company, Inc.



Pella

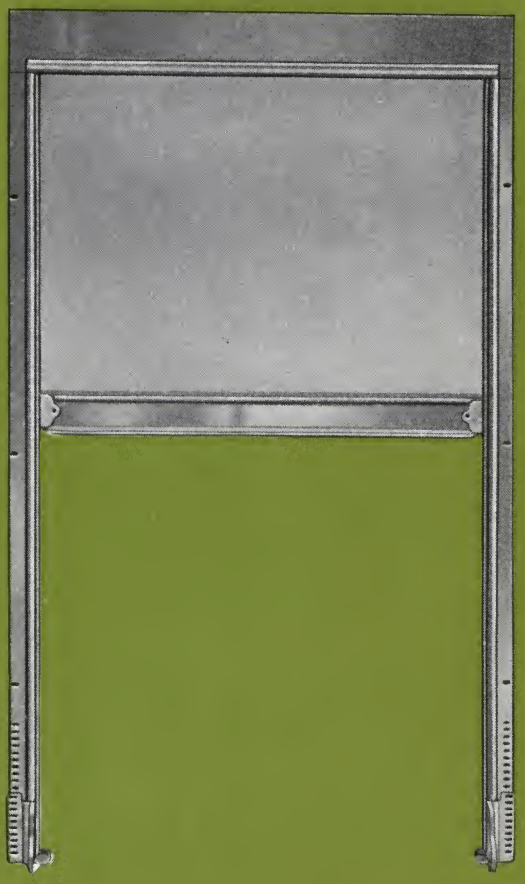
ROLSCREENS

VENETIAN BLINDS

CASEMENT WINDOWS



Pella ROLSCREENS



roll up and down

. . . *like a window shade*

Rolscreens are truly the modern inside window screens. A touch of the finger and they roll up automatically, onto hidden rollers. A gentle pull lowers them into place for service. Once installed, *Rolscreens* become a permanent part of the window. They are so inconspicuous you scarcely realize they're there. Pella *Rolscreens* are the original and only genuine "*Rolscreens*". Behind them is more than 13 years manufacturing experience. Always look for the name, "Pella" because Pella *Rolscreens* are the most efficient rolling screens made — and, the most economical in the end of *any* type of window screen. Over 1½ million are in use today in homes costing $5000 and up.

Ingeniously designed and durably built, *Rolscreens* are thoroughly practical. They work . . . beautifully! And, they will far outlive their *Ten-Year Guarantee.*

Enjoy the convenience

ECONOMY AND BEAUTY OF

ROLSCREENS

ROLSCREENS are the happy solution to the old, old problem of making open windows insect tight. They accomplish their purpose in the most direct, common-sense way imaginable! At the same time, they eliminate *all* the bother, repeated labor and recurring expenses which go hand-in-hand with ordinary methods of screening.

Here are the many benefits and advantages of having your windows *Rolscreened:* SCREEN TROUBLES VANISH when *Rolscreens* are installed. Once in place—always in place. No putting up. No taking down. No washing. No sorting. No storing. No painting. No repairing.

LOVELIER WINDOW EFFECTS are possible because *Rolscreens* are so inconspicuous. Actually, you would hardly know they're there. *Rolscreened* windows sparkle; their architectural beauty remains unmarred. Appearance of the whole house is improved because *Rolscreens* do not give windows that "blurry", "fuzzy" look, like old-fashioned, outside flat screens.

ROOMS ARE LIGHTER because *Rolscreens* admit 10% to 20% more light than screens with wide, ugly frames.

WINDOWS AND DRAPERIES STAY CLEANER. Installed on the inside, *Rolscreens* do not accumulate dirt and dust like outside screens. Besides, they automatically clean themselves every time they are rolled up and down.

AWNINGS AND WINDOW BOXES are quickly accessible from the inside. *Rolscreens* do not interfere with casement latches or window locks. There is nothing to fuss with when windows must be washed on the outside.

CHILDREN ARE SAFER because *Rolscreens* are "locked" in securely at the top and bottom and both sides. The whole household is safer because *Rolscreens* cannot be unlocked from the outside!

RUSTPROOFED. The special, clear-vision "AluminA" wire-cloth used in *Rolscreens* need never be painted. It is extremely strong — yet flexible. It will far outlive *Rolscreen's Ten-Year Guarantee.*









You will always be proud of your judgment in selecting *Rolscreens*. Friends will never cease to admire (and secretly envy) such neat, efficient, trouble-free window screens.

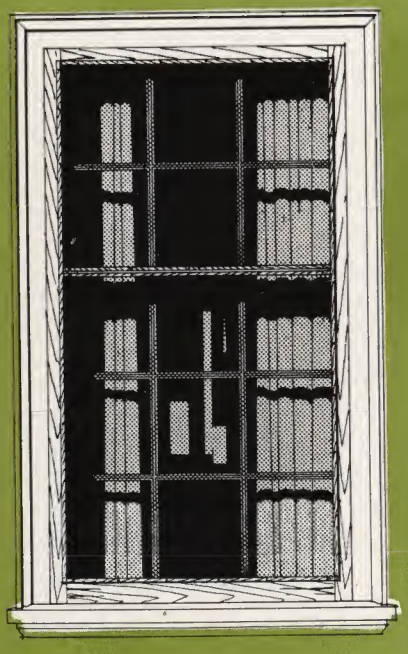
Rolscreens give easy, quick access to window boxes, and awnings from the inside.

Windows and draperies stay cleaner longer because *Rolscreens* do not accumulate dust and dirt like outside screens.

Compare

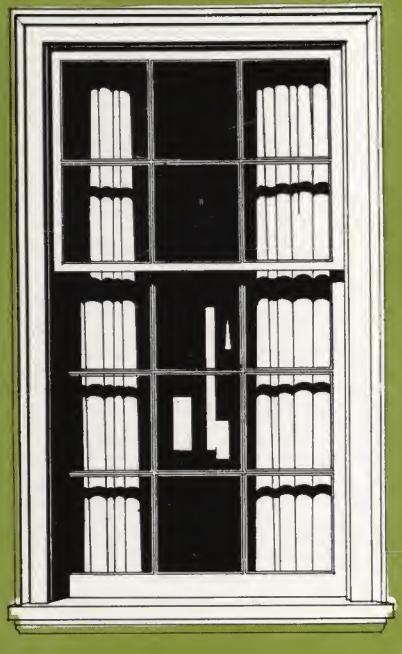
THE DIFFERENCE IN APPEARANCE

OLD-FASHIONED
FLAT FRAME SCREEN





MODERN ROLSCREEN





Old-fashioned flat frame screens blot out beautiful windows — and, they "stick out like sore thumbs".

Modern Pella *Rolscreens* preserve the architectural beauty of your windows because they are so inconspicuous.

Notice, in the illustrations above, how ugly and awkward flat frame screens look — actually they make a house look old years before its time.

Rolscreens make the whole house more cheerful. They admit 20% more light because they have no wide frames and they can be conveniently rolled up out of the way when the windows are closed. Furthermore, *Rolscreens* do not blur the vision through clear, sparkling glass.

So, don't let old-fashioned, wide frame screens spoil the appearance of your home. Use *Rolscreens*. They will keep it looking like new.

Eliminate

THE NUISANCE OF



TAKING DOWN
PUTTING UP



PAINTING



STORING

ROLSCREENS GIVE QUICK, EASY ACCESS TO FLOWER BOXES, AWNINGS AND WINDOW LATCHES

"Hardly a day passes that I don't consciously appreciate the convenience of my *Rolscreens,*" writes one grateful user. *Rolscreens* make it so much easier to tend window boxes and awnings because they are never in the way! Unlike troublesome, old-fashioned screens they do not require taking down and putting up whenever windows must be washed either on the inside or on the outside.



MAKE OPEN WINDOWS SAFE FOR CHILDREN

Rolscreens can't fall out. Can't be pushed out. When *Rolscreens* are pulled down, they automatically lock at the bottom, giving a secure fastening to *all four* sides of the *Rolscreen.*
Your home is safer from prowlers because *Rolscreens* can not be unlocked from the outside! What a sense of satisfaction!

ELIMINATE SOILING AND TEARING OF DRAPES

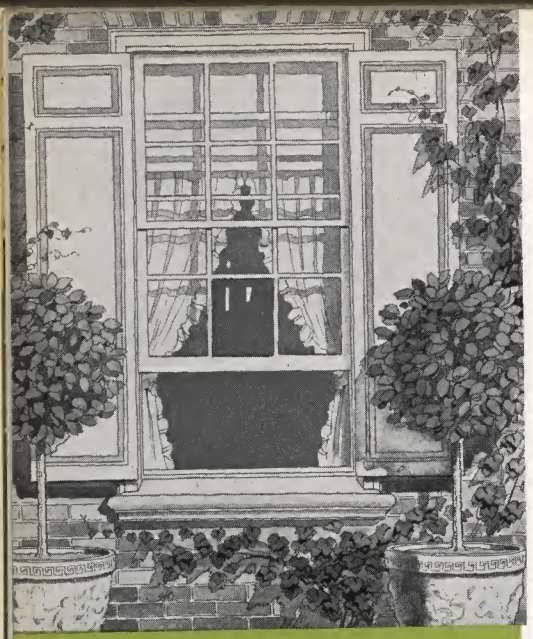
Draperies are bound to become soiled more quickly — and torn more easily when old-fashioned flat frame screens must be passed through opened windows. *Rolscreens* eliminate this chore and all its accompanying hazards.

Ordinary outside screens are perfect dust and dirt collectors. Draperies blown against them become soiled weeks before their time.

Rolscreens automatically clean themselves every time they are rolled up and down! They have no hooks or rough edges that will catch and tear your finest draperies.



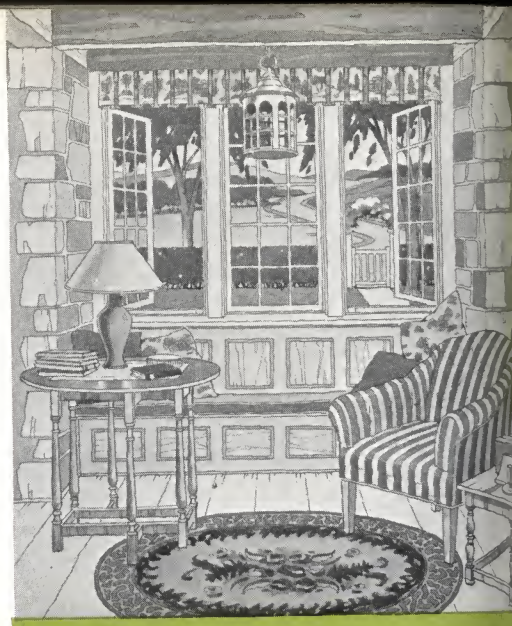




For

EVERY TYPE OF WINDOW

Any type and make of window . . double-hung or casement . . wood, steel or aluminum . . can be neatly equipped with *Rolscreens*. These modern concealed window screens always fit perfectly on the windows for which they were ordered. Once installed they become a permanent part of the window.





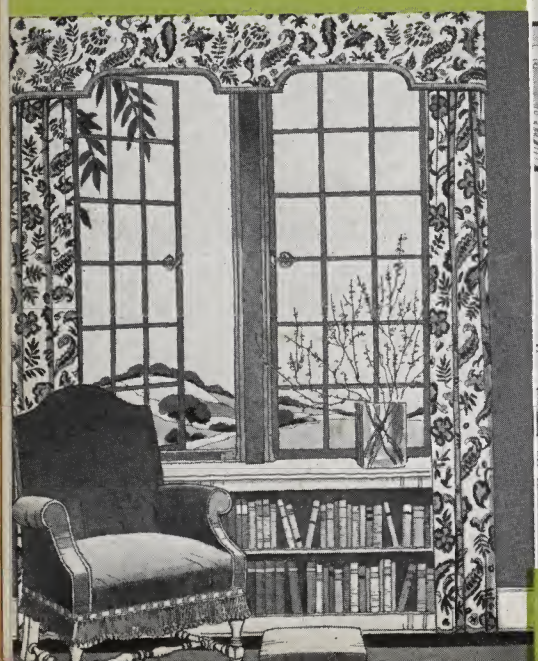
FOR ANY STYLE ARCHITECTURE

Ever since the invention of the *Rolscreen* its designers have purposely kept it simple — simple in appearance, in operation and in construction.

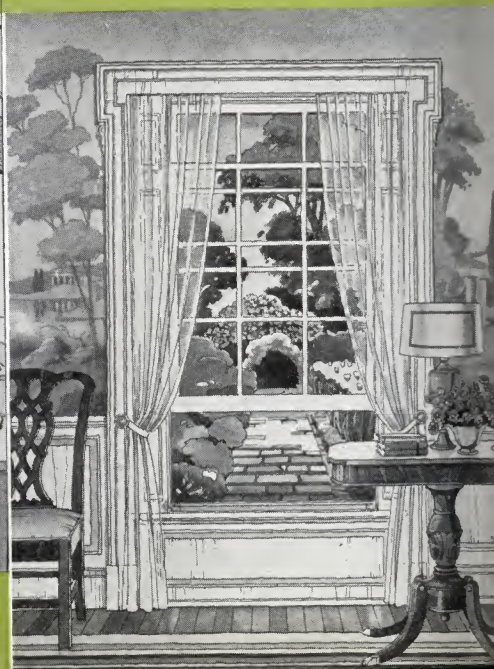
Rolscreens blend in perfectly with any style of window architecture and with any desired draping effect.

Be sure to discuss Pella *Rolscreens* with your architect or builder. He is familiar with them.



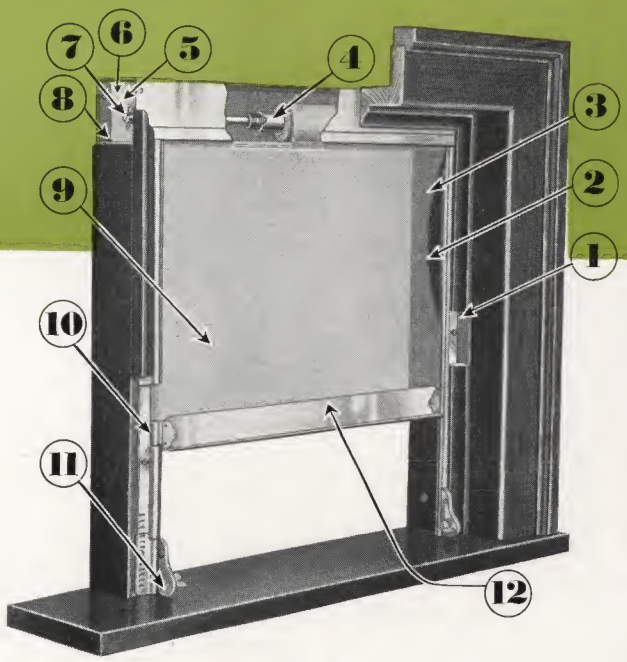






CONSTRUCTION

and operating features . . .



FOR *DeLuxe* ROLSCREENS

1. Screen guides automatically adjust themselves in case the woodwork should shrink or swell.
2. *Rolscreens* will not bulge or tear. The wire-cloth releases from the guides if it is ever struck or bumped and it automatically re-enters the guides when the *Rolscreen* is raised.
3. Special clear vision AluminA wire-cloth is electro-plated and triple selvaged for extra strength and wear. It is guaranteed not to crack or break under continuous use.
4. Extra heavy, oil-tempered coil springs always work smoothly. They will not jam or fail.
5. The tension of the coil spring is easily adjusted at this point without disturbing the *Rolscreen* installation.
6. *Rolscreens* operate easily, smoothly because both ends of screen roller ride on ball bearings.
7. *Rolscreen* wire-cloth cannot drag and wear on the lower edge of roller housing because as the screen is lowered and the roll of wire-cloth becomes smaller, the entire roller assembly automatically "floats" forward. When the screen is raised and the roll of wire-cloth grows larger, the roller "floats" backward.
8. Concealed roller housing is made of lead-coated terne-plate metal. Welded construction. All metal parts of *Rolscreens* take paint perfectly.
9. Rust-proofed, clear vision AluminA wire-cloth is clear grey in color and practically invisible. Admits 20% more light. Never needs painting. Is self-cleaning.
10. Blocks on the ends of the screen operating bar are frictionally engaged in the guides. The frictional engagement prevents the operating bar from tilting and acts as a slight brake when the screen is raised.
11. When lowered, *Rolscreens* are automatically locked at the bottom by positive latches. They cannot be unlocked from the outside.
12. A resilient, rubberized felt strip across the bottom of the heavy-duty operating bar gives extra tight closure with the sill.



The roller "floats" as the screen lowers



Spring Tension Adjuster

FOR *Standard* ROLSCREENS

Standard *Rolscreens* have all the construction and operating features as given for DeLuxe *Rolscreens* except Ball Bearings, Heavy-duty Operating Bar with felt contact strip and Spring Tension Adjuster which are indicated in the illustration above by arrows Nos. 5, 6 and 12.

ORDERS SHIPPED IMMEDIATELY

Both DeLuxe and Standard *Rolscreens* are built in sizes to fit all window openings from 10 inches to 61 inches wide and up to 120 inches high. They are carried in stock ready for immediate shipment.

OVER 1½ MILLION ROLSCREENS IN USE . . HOME OWNERS AND ARCHITECTS ENTHUSIASTIC











You'll be enthusiastic about *Rolscreens*, too! Five minutes after they are installed, the whole family will vote them the most delightful feature of the house. We make this prophecy because for years we have received thousands of unsolicited letters from happy *Rolscreen* users. These letters come from every one of the 48 states and from more than 15 foreign countries.

ROLSCREENS IN ARCHITECTS' OWN HOMES

We are justly proud that so many well-known architects invariably select *Rolscreens* for their own homes. And, pleased too that they write us a good deal like C. Melvin Frank, prominent Columbus, Ohio architect, who says: *"After three years of daily observation I find Rolscreens to be one of the chief comforts in the home."*

ROLSCREENS ARE ECONOMICAL

Like most people, you were no doubt immediately impressed with the convenience and unobtrusiveness of *Rolscreens*. A real surprise awaits you the day *Rolscreens* are installed in your own home and you discover their many, many practical advantages. However, the real climax to your appreciation for *Rolscreens* comes with the realization that *Rolscreens* are actually saving money for you.

Of course, they cost a little more than old-fashioned, wooden frame screens at the start. But, with *Rolscreens* the *first* cost is the *last* cost! They positively eliminate all those yearly expenditures of labor and money for care, repairs and storing.

Rolscreens fit the building budget for every home costing upwards from $5000.



A few folks YOU MAY KNOW WHO USE PELLA PRODUCTS . . .

A. Atwater Kent,
Philadelphia, Pa.

Senator Key Pittman,
Washington, D. C.

Bruce Barton,
Foxboro, Mass.

Drake Apartments,
Philadelphia, Pa.

U. S. Naval Hospital,
Chelsea, Mass.

Soestdijk Palace,
Princess Juliana
The Netherlands

El Royale Apts.,
Los Angeles, Calif.

John Charles Thomas,
Easton, Md.

J. N. "*Ding*" Darling,
Des Moines, Iowa

Wm. Fox,
Woodmere, L. I.

Wm. Wrigley,
Phoenix, Ariz.

Vincent Bendix,
South Bend, Ind.

W. J. Kohler, Jr.,
Kohler, Wis.

Maytag Co.,
Newton, Iowa

Pratt & Whitney Co.,
Hartford, Conn.

Coca-Cola Bottling Co.,
Monroe, La.

Powell Crosley, Jr.,
Sarasota, Florida

Libbey-Owens-Ford Co.,
Toledo, Ohio

N. W. Bell Telephone Co.,
Des Moines, Iowa

Singer Sewing Machine Co.,
New York, N. Y.

Upjohn Co.,
Atlanta, Georgia

Parker Pen Co.,
Milwaukee, Wis.

Bing Crosby's Del Mar Club,
San Diego, Cal.

Thos. H. Gill,
Chevy Chase, Md.

New Franciscan Seminary,
Carey, Ohio

Independence Hall,
Philadelphia, Pa.

U. S. Tobacco Co.,
Nashville, Tenn.

Institute of Technology,
Boston, Mass.

Knox Hat Co.,
New York, N. Y.

Congregational Church,
Winnetka, Illinois

C. C. Jantzen,
Portland, Oregon

Swarthmore College,
Philadelphia, Pa.

Pittsburgh Plate Glass Co.,
Birmingham, Ala.

Truscon Steel Co.,
Little Rock, Ark.

E. I. du Pont Co.,
Newbridge, Del.

Chrysler Corp.,
Detroit, Mich.

Kraft-Phoenix Cheese Corp.,
Houston, Texas

Minneapolis-Honeywell Co.,
Minneapolis, Minn.

Eli Lilley Co.,
Indianapolis, Indiana

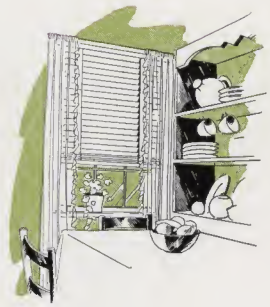
Marshall Field III.,
Chicago, Illinois

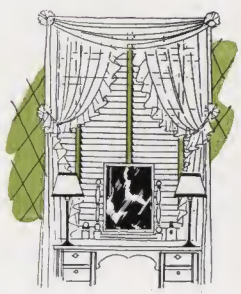


Pella VENETIAN BLINDS









. . . *the mark of practical elegance*

Perhaps no one thing can do more to help make a perfect background for you and for your furnishings than Pella Venetian Blinds. Whichever period designs you may select for your rooms, these lovely Blinds will fit in perfectly with your window draping effects.

But what is sometimes overlooked in choosing Venetian Blinds is how they work and how they wear. Pella Blinds offer certain exclusive features that give architects, decorators and users reason to say, "these Blinds are *really different*".

Read carefully the following pages. In an interesting manner they tell how Pella Blinds are different and why it will pay you to insist that your Venetian Blinds bear the quality name, "Pella".

Natural or light neutral color Pella Blinds make the perfect setting for warm wood tones in furniture, and richly colored drapes and upholstery.

Breakfast nooks and kitchens are enlivened by Pella Blinds in bright, cheery colors.

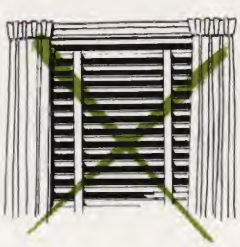
Choose Pella Blinds in soft, friendly colors that match or harmonize with furnishings in bedrooms.

Pella

Conceals all mechanism in neat enclosed head piece..







No cornices or valance boards necessary

Unsightly mechanisms of ordinary Blinds must always be hidden with wooden cornices or valance boards. Not only is this an added expense but often interferes with window draping effects.

This problem is successfully eliminated with Pella Venetian Blinds. Their neat head piece with *all* the mechanism enclosed is only 1⅜ inches deep! It may be left undraped without impairing the beauty of your windows in the least.

Double-roller tilting device

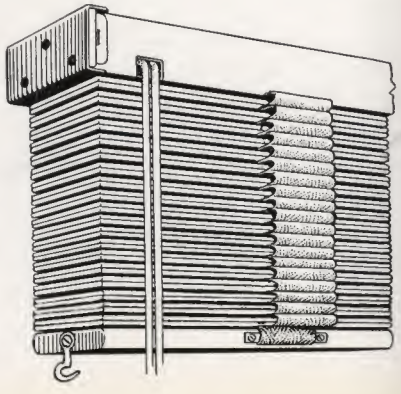
Instead of employing the old-fashioned tilting bar or a single roller for tilting the slats, Pella Venetian Blinds have a valuable feature in their non-slipping Double-Roller Tilting Device. One roller unwinds the front tape as the other roller rewinds the back tape and vice versa. This device is all enclosed in the head piece. It enables these blinds to be adjusted quicker, more smoothly and right up to the very degree desired.

No cords to tie

An ingenious Automatic Lock inside the Pella Blind Head Piece securely holds Blind at any point between the lowered and fully raised positions. Large oversize pulleys 1 inch in diameter greatly reduce cord wear.

Pella blinds nest perfectly

Here's where Pella Blinds really shine! Note in the illustration at the right how snugly Pella slats nest up under the Head Piece! Actually they nest up into a "bundle" that is 20% smaller in size. What's more, no "peek holes" are left at the top for light to streak through. Little wonder everyone exclaims, "— the neatest Blind I ever saw".



PELLA BLINDS STAY CLEANER LONGER

Once you feel the "smooth-as-glass" finish given Pella Blinds, you will realize why they are so easy to clean. The dirt has nothing to cling to. This "smooth-as-glass" finish is possible only because Pella slats are made of the finest, most even grained wood available and painted with three coats of the very finest synthetic enamels. Painting is done by the roller process. Not sprayed on. Not brushed on. The slats are sent thru rubber rollers which press the paint down deep into every grain and pore of wood.

Pella Venetian Blinds are easily and quickly taken down for cleaning — or, just the tapes and slats can be removed.

EXTRA SLATS AND TOUCH-UP KIT FREE!

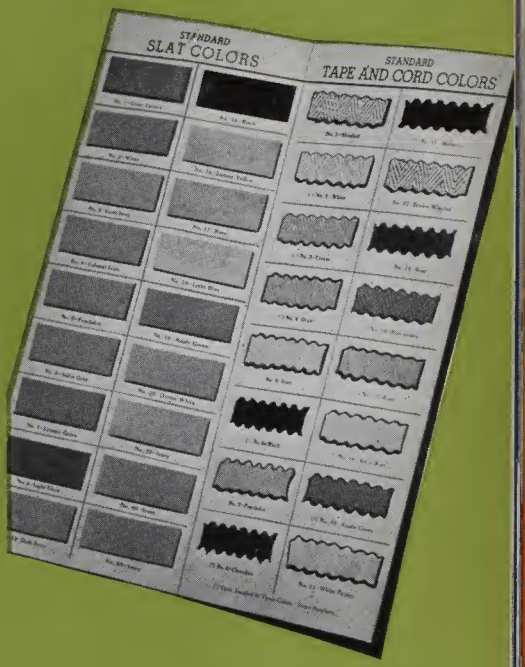
Any extra slats left over after your order is made up are included without charge. We also send *free* a small tube of paint and a brush for touching up any scratches which may occur after installation.





WIDE CHOICE OF UNUSUAL COLORS

Pella slats, tapes and cords come in 34 lovely, different colors to match or contrast with carpets, draperies and walls. Write for valuable *free* Color Chart showing actual color swatches for slats, tapes and cords. This chart has been prepared by one of the country's foremost authorities on interior decoration. It will help you plan your own color schemes.



SPECIAL COLORS

Pella Blinds can be furnished in practically any color combination to match your own color swatches — at a slight additional cost. Slats can be finished in one color with their edges striped in another color. Or, they can be finished in a different color on each side. Write for full particulars on special color combinations available.



Pella CASEMENT



WINDOW A COMPLETE UNIT WITH ROLSCREEN, WEATHER STRIPPING AND DUAL GLASS . . .

In Pella Casement Windows, you will find not only unusual beauty of design and proportion, but also every desirable feature for convenience. This *five-year-ahead* window is easier to operate and wash — and comes Rolscreened. It anticipates the rigid requirements of oil and gas heating and modern air-conditioning.

In these beautiful Pella Casement Windows are combined the strength and rigidity of steel with the insulative qualities and attractive appearance of wood. The wide and heavy rust-proofed steel frame fits snugly into any wall construction. It is wood lined for insulating and to harmonize with the interior trim. The unit is weather-stripped, has double glazing panel, beautifully designed sash locks and sturdy worm-type sash operators.

Stock sized units are easily combined into any proportions of width and height. Glass arrangement may be in small panes or long horizontal lights. Pella Casements are so versatile that they can interpret any type of architecture.

In the following pages you will find out about the many advantages of Pella Casement Windows. Reading them will show why it will pay you to install Pella Casement Windows.





With all these *Advantages*

You'll enjoy Pella Casement Windows every day in the year





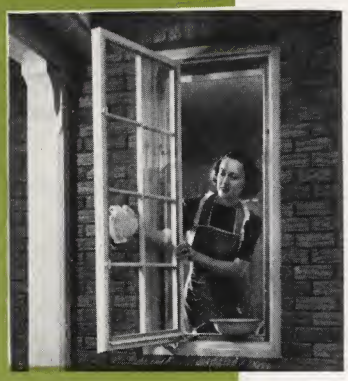
SCREENS roll up and down like a window shade

Pella Casement Windows come equipped with Rolscreens — the screens that roll up and down like a window shade. The screen is there when you want it, and vanishes, out of the way, on a hidden roller when you don't. Rolscreens eliminate all the bother of old-fashioned, flat frame screens which cut out 20% of the light and ventilating area and spoil the beauty of windows and drapes. Rolscreens do away with putting up and taking down. Painting and repairs are unnecessary, too.



SPRING BRONZE WEATHER - STRIPPING that paint can't clog

Spring Bronze weather-stripping is another important feature of Pella Casement Windows. This weather-stripping is of exclusive Pella design. It is not affected by painting and can't clog as is often the case with ordinary weather-stripping. Pella's spring bronze weather-stripping fits snugly and is adjustable. It is installed so you can see it work.



DUAL GLASS insulates against winter cold and summer heat

The dual glass used in Pella Casement Windows may be left in place the year around. It insulates against summer heat as well as winter cold. A single pane of Libbey-Owens DSA Glass is used. It is set in a Cadmium plated, steel frame and rubber. The glass is easily removable and is mounted in the wood sash with hinged clips. Dual glazing greatly reduces window washing — glass does not "smog" so quickly.

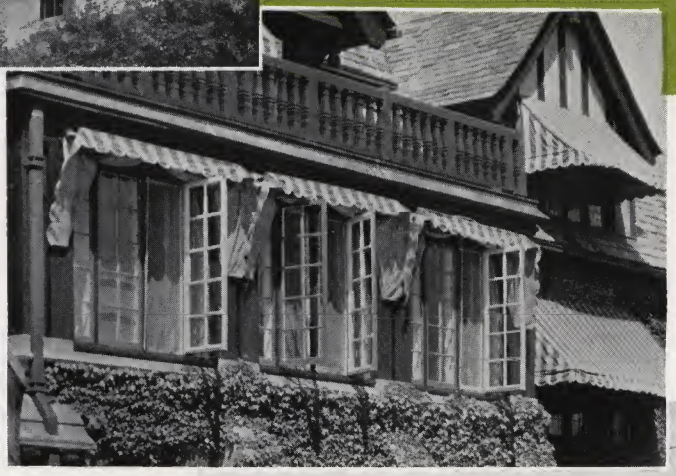
EASY TO WASH both sides of glass from inside of house

Especially designed, double acting, cadmium plated hinges permit washing of both sides of the glass from the inside. The sash normally pivots at the jamb. By operating a simple release, the sash pivots away from the jamb, permitting complete accessibility to both sides of the glass for ease of washing from the inside.





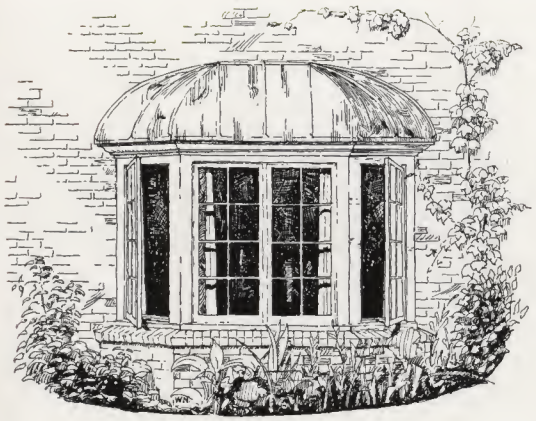
See HOW PELLA CASEMENTS LEND ADDED CHARM TO THESE LOVELY HOMES

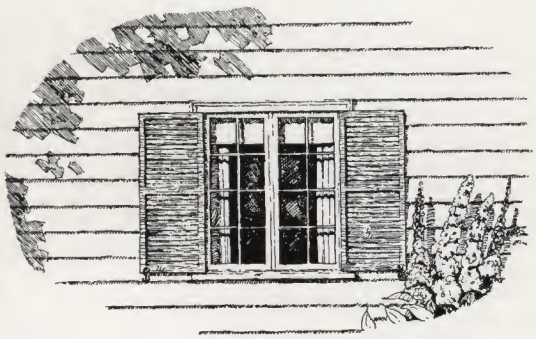


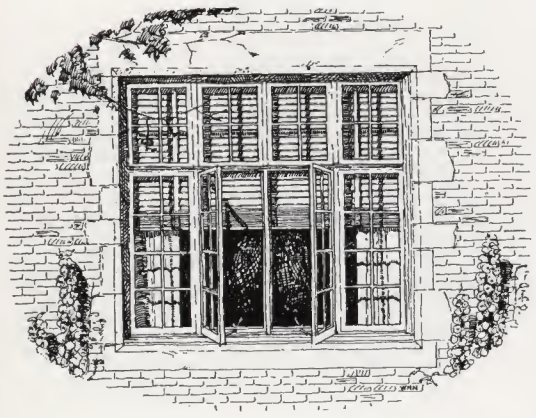




Authentic Designs







FOR ANY STYLE ARCHITECTURE

Pella Casement Windows have unusual beauty of design. These "five-year-ahead" windows may be secured with either glass arrangements in small panes or long, horizontal lights. They blend into and emphasize the character of any type of architecture.

Pella Casement Windows will provide the impression of dignity and stateliness required for Colonial architecture, "coziness" for Cape Cod, breadth for Modernistic or Spanish, and sturdiness for half-timbered English.

Stock-sized units are neatly combined into any proportions of width and height. Truly, Pella Casement Windows are the windows that have everything!



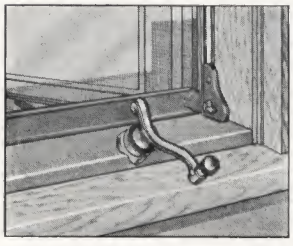
Exclusive Features

HEAVY, RUST-PROOF METAL FRAME IS WOOD LINED FOR BEAUTY AND COMFORT

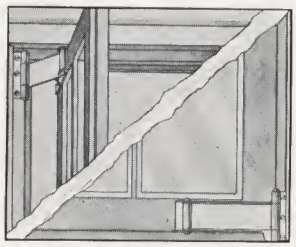
1. **ROLSCREENED** — Equipped with famous Pella Rolscreens. No storing, no taking down for window washing.
2. **BEAUTIFUL HARDWARE** — Specially designed hardware. Graceful lines and easy to operate. Chrome or bronze.
3. **RIGID METAL FRAMES** — $\frac{1}{16}$″ rust-proof, special process, zinc-coated steel. $5\frac{5}{16}$″ wide. Made to fit all walls.
4. **DUAL GLASS** — Removable, single panel, Libbey-Owens DSA glass protects against winter cold and summer heat.
5. **WEATHERSTRIPPING** — Spring bronze, exclusive design. Not affected by painting. Adjustable. You can see it work.
6. **INSIDE INTERLOCKING FINS** — Galvanized steel. Can be punched with nails when installing. Light gauge.
7. **WOOD TRIM** — Frame lined with clear white pine (other woods if desired). Insulates — beautifies.
8. **FACTORY ASSEMBLED** — Factory-fitted complete with sash, ventilating equipment, dual glass and Rolscreen.



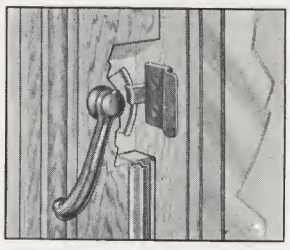
OTHER FEATURES OF PELLA CASEMENTS



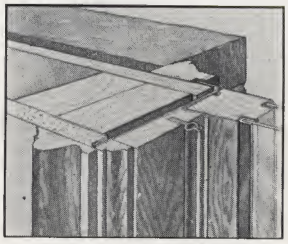
UNDER-SCREEN OPERATOR — Worm gear type. Made integrally with removable steel sill. Exclusive design handle. Choice of three finishes—satin or polished chrome or statuary bronze. Other finishes special.



NON-EXTENSION CLEANING HINGE — Special design double acting, cadmium plated. By operating simple release, sash pivots away from jamb for washing windows from inside.



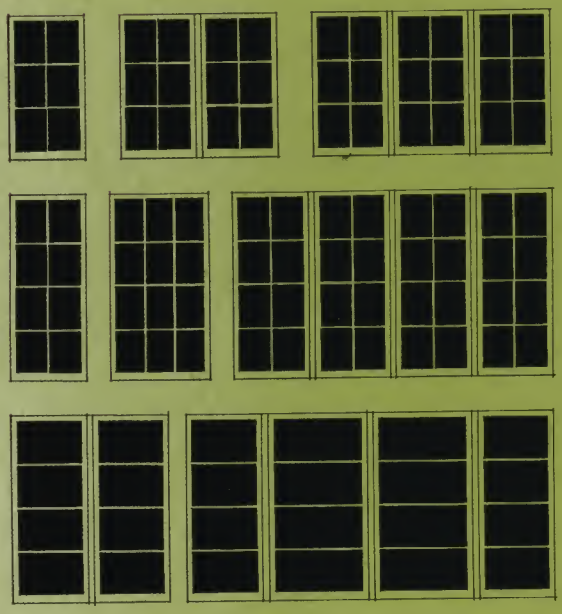
GRACEFUL, STURDY SASH LOCKS — Cam action. Attractively designed operator and locking handles finished in statuary bronze (chromium optional). One or two locks, according to height of window.



EASILY FITTED FRAMES — Galvannealed steel frames fit snugly into any wall with attaching flanges on outside and interlocking fins on inside. No warping, no joints to pull apart.

STOCK SIZE UNITS

combine neatly into any proportion of width and height, using small panes or long horizontal lights



In Pella Casement Windows you will find not only every desirable feature for convenience, but also unusual beauty of design and proportion. Stock sized units may be combined with any desired proportions of width and height. All combinations of units are made up by joining single units with metal mullions drilled and tapped for rapid attachment. Units are shipped separately and joined in opening as they are set. If desired they may be set in series with timber between and metal mullions omitted.

FOR ANY TYPE CONSTRUCTION

Pella Casement Windows are readily adaptable to *all* kinds of wall construction — Wood Frame, Brick Veneer, Hollow Tile and Brick Wall. Prints showing installation details will be gladly sent upon request — or, you can ask your architect or builder to show them to you. They have these Prints in their files.

REDUCE CONSTRUCTION COST

Factory fitting and assembling save materially on installation costs. One man can complete a weather-tight installation in about 30 minutes. Then, too, Pella Casement Windows are 20% oversize and save materially on wall cost.



One man can complete a weather-tight Pella casement installation in about 30 minutes

GENERAL INFORMATION

Brick Moulds and wood sub-sills are included in arriving at masonry opening dimensions and are standard equipment. If omitted, credit allowance is made.

For siding or stucco, wood drip cap furnished as an extra.

Any or all units may have Dual Glass panels. Panels are one single pane per unit DSA.

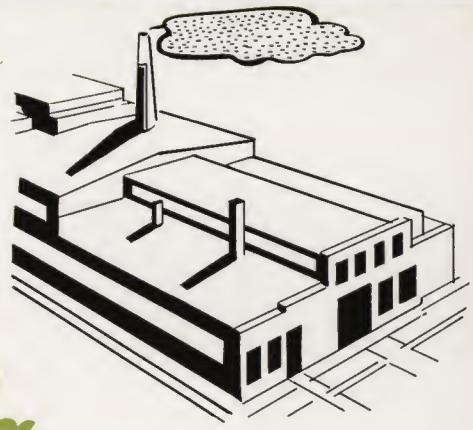
All units are factory-fitted and assembled complete with sash, and ventilating equipment, Dual Glass, Weather-stripping and Rolscreened as may be specified. Installation screws and caulking compound are included.

It's easy to buy
PELLA PRODUCTS

Get prices on Pella Products for your home by simply filling in this Business Reply Card and mailing it today! No postage is necessary. There is no obligation.

Prompt and competent service is available everywhere through a nation-wide organization of *Rolscreen Company* officers and more than 2500 dealers.

Have your architect specify Pella Products. He has complete, detailed information in his files. Also insist that your contractor purchase *genuine* Pella Products.



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FORM 108
PRINTED IN U. S. A.



GREATER COMFORT
GREATER BEAUTY
for
YOUR HOME



RU-BER-OID
ROOFING AND BUILDING PRODUCTS

The RUBEROID Co.
Executive Offices
500 FIFTH AVE., NEW YORK, N.Y.



It's your home, and you want it to have all the beauty and comfort within your reach. If it's a new home you're building—or a present dwelling you're planning to modernize —you want to select your contractor and architect with care. They can give you invaluable aid in helping you to have the kind of home you want.

Equally important are the products that go into the building of your home. These, too, must be chosen with careful consideration, for both their immediate and their future value. Through wise selection of building products, you can own a home that has lasting beauty and charm—a home that is comfortable because it is efficiently insulated—a home whose maintenance costs will be minimized.

Since 1886, The Ruberoid Co. has been manufacturing quality building products which have brought new beauty, comfort and safety with reduction in maintenance costs, for hundreds of thousands of property owners. Today—The Ruberoid Co. offers a wide variety of roofing and building products, in styles and prices to meet any pocketbook.

These products possess the important qualities of practicability, long life, beauty, fire safety—vital pluses that enable you to get the most from your building dollar.

If you are planning to build a new home with all its modern conveniences—if you own a home today and are anxious to make it more attractive, modern and livable—investigate the RU-BER-OID Building Products described in these pages. These products can help reduce repair and upkeep expense, and have an important bearing on your home maintenance budget in the years to come.

The RUBEROID Co.

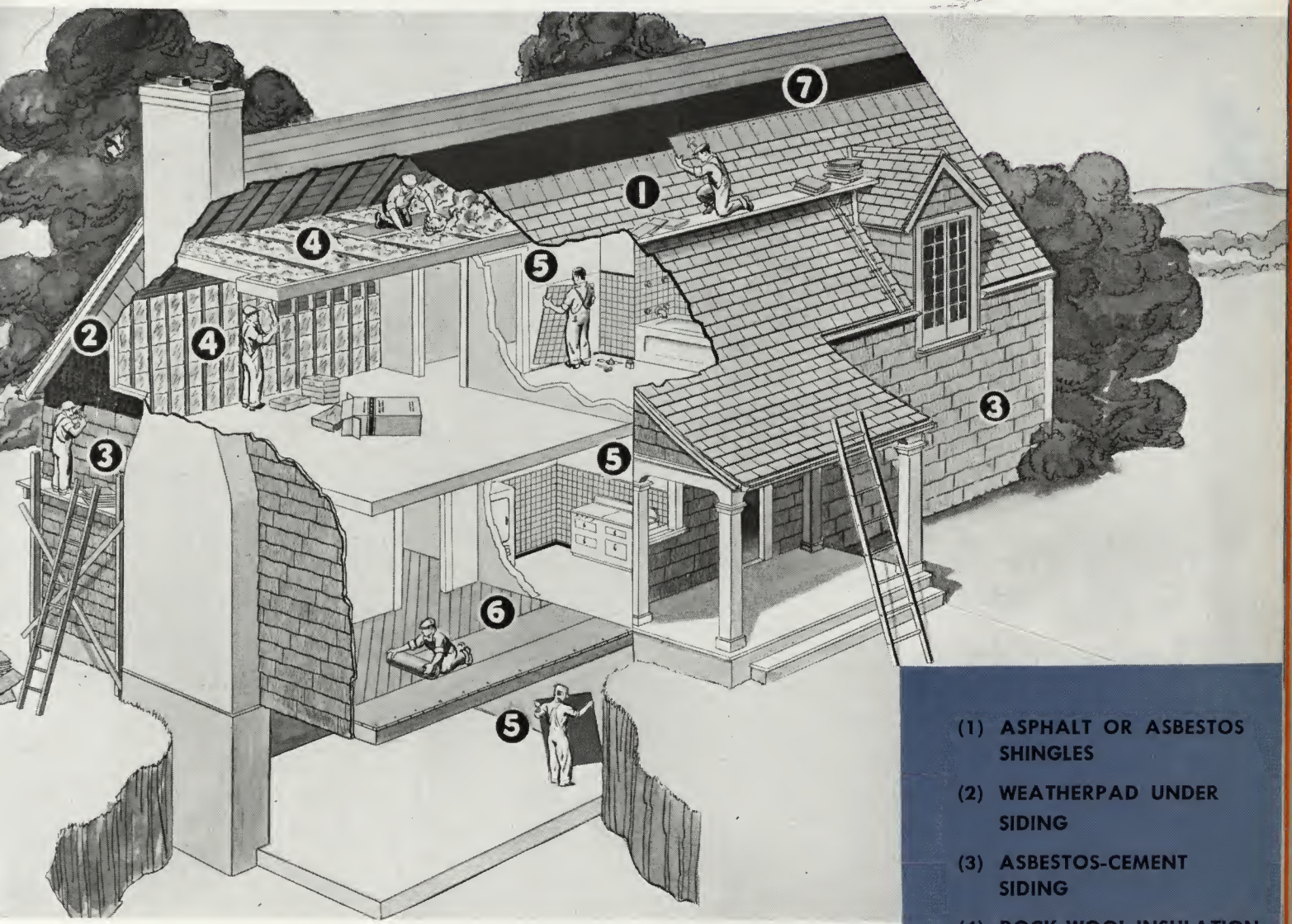
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(1) ASPHALT OR ASBESTOS SHINGLES

(2) WEATHERPAD UNDER SIDING

(3) ASBESTOS-CEMENT SIDING

(4) ROCK WOOL INSULATION (Loose and Bats)

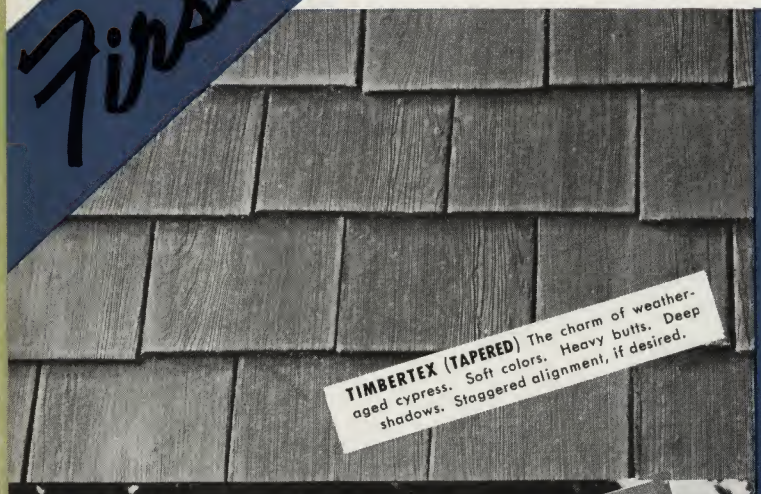
(5) PANELBESTOS (Decorative Asbestos Wallboard)

(6) SAFE-N-DRY SHEATHING UNDER HARDWOOD FLOORS

(7) ASPHALT-SATURATED FELT

RU-BER-OID BUILDING PRODUCTS MAKE THE HOME MORE LIVABLE

First . . . Let's consider



TIMBERTEX (TAPERED) The charm of weather-aged cypress. Soft colors. Heavy butts. Deep shadows. Staggered alignment, if desired.



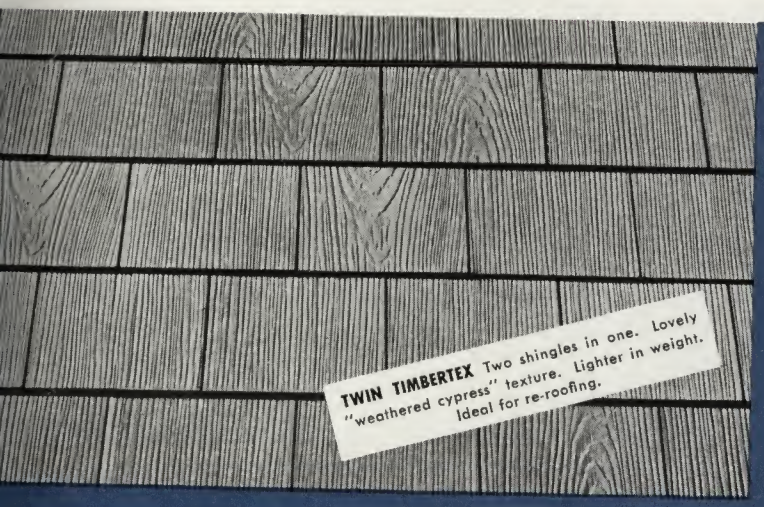
TIMBERTEX DUTCH LAPS "Weathered cypress" texture. Ingenious design effects great economy. Ideal for small homes, and for re-roofing.

RUBEROID –



GOTHIC (TAPERED) Age-old charm. Soft, mellow colors. Random widths and staggered butts, if desired. Heavy butts cast deep shadows.

the ROOF



TWIN TIMBERTEX Two shingles in one. Lovely "weathered cypress" texture. Lighter in weight. Ideal for re-roofing.



TIMBERTEX ECONOTOP Over-size shingle, with "thatched" effect. "Weathered cypress" texture with irregular butt lines. Extremely economical.

ETERNIT ASBESTOS-CEMENT SHINGLES

BEAUTY OF TEXTURE, FIRE-PROOF, ROT-PROOF, TIME-DEFYING

A good roof above all! No part of the structure of your house is more important. A good roof is a high-grade investment . . . and your selection of the proper roofing deserves careful consideration.

You want that roof to have beauty and strength. You want it to be weather-proof, fire-proof, time-defying. And you expect a reasonable first cost and low upkeep expense.

All these qualities are found in RUBEROID-ETERNIT Asbestos-cement Shingles—the choice of thousands of home owners the country over.

These Asbestos-cement Shingles are made of two practically indestructible, fire-proof materials—Portland cement and asbestos fibres. An ingenious building up process insures remarkable strength and resiliency. When finally subjected to tremendous hydraulic pressure, these shingles acquire great density and are water-proof, rot-proof and fire-proof. Eternit, as the name implies, is truly an ageless product.

RUBEROID-ETERNITS are extremely attractive in appearance. They are made in a variety of shapes, textures, colors and weights. This variety enables you and your builder to select the shingles best adapted to the architectural style of your home—and in keeping with your pocketbook.

You can use these shingles either for new construction or for re-roofing over old shingles. The variety of beautiful colors is produced by the use of pure mineral oxides. These colors are an integral part of the entire shingle, not merely on the surface.

RU-BER-OID Asbestos-cement Shingles are surprisingly low in initial cost—and the first cost is usually the last. Once applied, they require no periodic painting or staining to prolong their life. Maintenance costs are practically eliminated. Note the various types illustrated above. Choose the roof that fits the architectural design of your home—and your pocketbook.



No need to rip off old Shingles. Apply RUBEROID-ETERNIT Shingles right over the old roof. Save expense—get added insulation value.

t) Note the charm of Gothic estos-cement Shingles on roof of this residence.

Another First

For Roofs

RU-BER-OID
ASPHALT SHINGLES

COLORFUL BEAUTY, FIRE-RESISTING, LOW UPKEEP, LONG LIFE

RU-BER-OID Asphalt Shingles—lower in price than Asbestos-cement Shingles—afford remarkable roofing value. Ruberoid has spent the last half century building better asphalt roofing . . . for your security.

Today—Ruberoid offers even greater improvements in Asphalt Shingles. These improvements are new and beautiful textures, deeper shadow lines, finer color harmonies.

With these improvements, you still have all the qualities that have made Ruberoid Asphalt Shingles so popular—low cost, ease of application, strength, fire- and weather-resisting features, long life and low upkeep costs.

Thousands of RU-BER-OID Roofs—in all parts of the world—have stood the test of time and weather for 20 to 30 years—convincing testimony of RU-BER-OID's long life and economy. RU-BER-OID Roofs on homes, schools, churches, hotels, museums, offices, industrial and farm buildings, have made good in every corner of the globe, regardless of climatic or weather conditions.

Colorful Asphalt Shingle Roof (Massive Units) on English-type home.





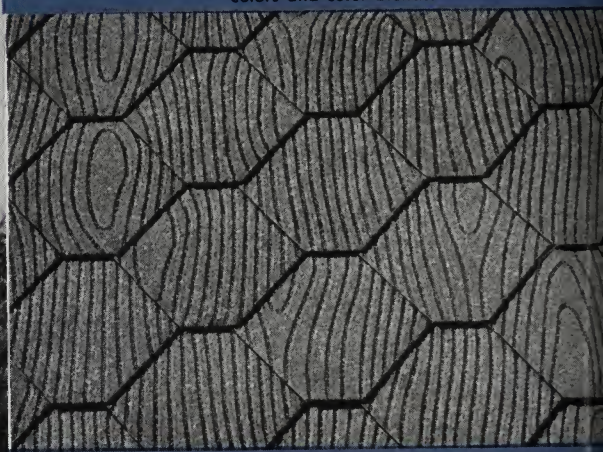
MASSIVE UNITS Extra size, extra weight, extra rigidity. Extra protection where wear is hardest. Variety of attractive colors.



MASSIVE SQUARE TABS 40% thicker than ordinary asphalt strip shingle. Tremendous strength. Extra weather protection. Choice of many colors.



TEXTURED THICK BUTT STRIPS "Wood grain" texture. Double thick butts. Extra weather protection. Deep shadows. Many colors and color blends.



TEX TABS 3-tab Hexagonal Shingle. "Wood textured" surface gives depth and softness. Carefully blended colors.





Harmonize

YOUR ROOF with the architectural style of YOUR HOME

Color! Today color plays an important part in your life. You want your home to be beautiful. You want color to blend with the architectural style of your home, and with scenic surroundings. The roof of your home must be not only weather-tight, durable and resistant to fire—but in harmony! People see the roof *first.*

Ruberoid color experts have produced for you an amazing range of harmoniously blended colors—greens, reds, browns, grays, blue-black, purples, and many beautifully blended color tones.

The Ruberoid line offers you a color or color blend that will harmonize with the architecture of your home—blend with your color scheme and suit your individual taste. Illustrated on this page are homes, Ruberoid-roofed, which have achieved these aims.





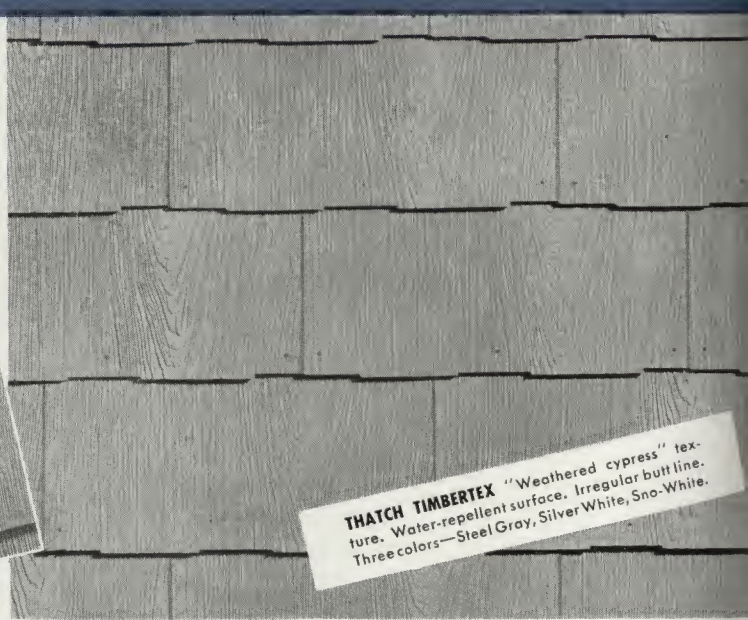
Second...

Let's look at

RUBEROID -



COLONIAL TIMBERTEX Reproduces "weather-aged" cypress. Water-repellent surface. Three attractive colors—Steel Gray, Silver White, Sno-White.



THATCH TIMBERTEX "Weathered cypress" texture. Water-repellent surface. Irregular butt line. Three colors—Steel Gray, Silver White, Sno-White.



BEAUTIF

NEVER

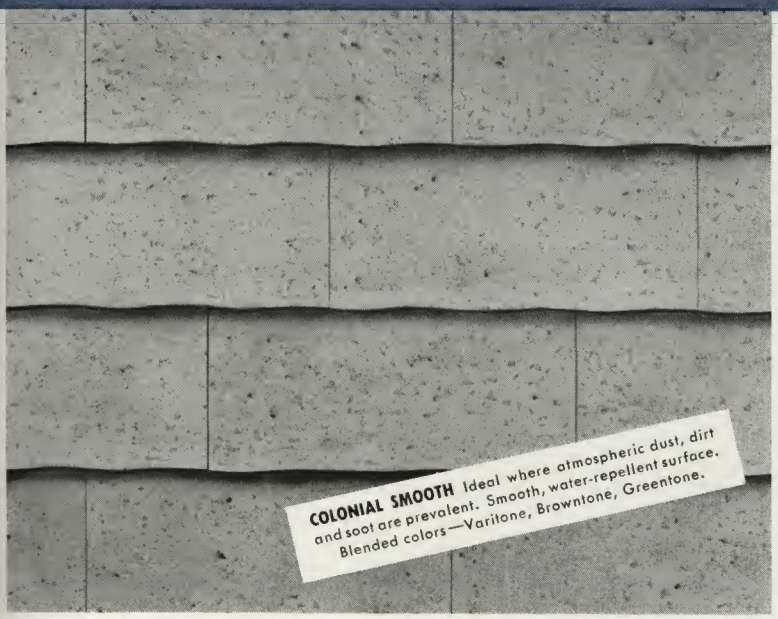
Here's the ideal sidewall for your home—Eternit Asbestos-cement Siding. It's a permanent sidewall material which adds years of architectural beauty and charm to your home and makes maintenance costs the least of your worries.

These Asbestos-cement Sidings are designed especially to help eliminate periodic paint bills and other upkeep costs. Made of the finest grade of Portland cement and asbestos fibres, they are rigid, strong, absolutely fire-proof and termite-proof. They will give your home lifetime weather and fire protection.

A home made beautiful with Eternit "Timbertex" Thatch Asbestos-cement Siding.

EXTERIOR SIDEWALLS

ETERNIT ASBESTOS CEMENT SIDINGS



COLONIAL SMOOTH Ideal where atmospheric dust, dirt and soot are prevalent. Smooth, water-repellent surface. Blended colors—Varitone, Browntone, Greentone.



BRICK-TYPE Appearance of brick veneer at low cost. "Wire-cut" texture. Individual "bricks" set out. Red-tone and Bufftone.

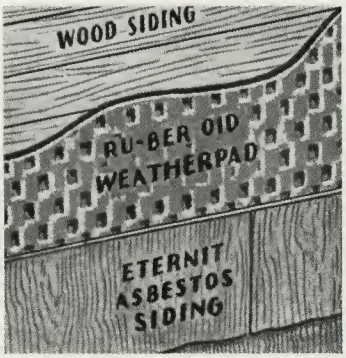
UL, FIRE-PROOF, ROT-PROOF,

REQUIRE PAINT TO PROLONG THEIR LIFE

Eternit Sidings may be obtained in wood-grain texture in colonial and thatch designs; with a smooth texture in colonial or weatherboard design; and in a design that simulates brick.

APPLICATION

For new buildings, Eternit Asbestos-cement Sidings are applied over a waterproof insulating felt, or RU-BER-OID Weatherpad—an indented felt blanket coated with asphalt and surfaced with ground cork on one side. When applied over old clapboards, shingles or stucco, the use



of RU-BER-OID Weatherpad increases the insulation and damp-proofness of the building. The added "dead" air space between the sidings provides further insulation, keeping Summer heat out, reducing fuel costs.



WEATHERBOARD Sno-white, with a smooth surface. Gives clapboard effect with shadow lines. Ideal for new construction or modernization.

COMPARE!

RUBEROID-ETERNIT ASBESTOS-CEMENT SIDING CHANGES THESE HOUSES LIKE MAGIC!

BEFORE



AFTER



Dark, gloomy residence given new beauty with Silver White Colonial Timbertex Siding. Home also re-roofed with RUBEROID-ETERNIT Gothic Shingles.

•

(Below) A badly-cracked stucco home transformed in appearance with Colonial Timbertex Asbestos-cement Siding.

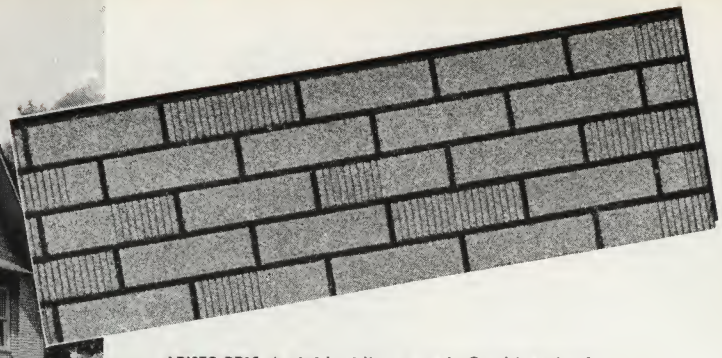
BEFORE



AFTER







ARISTO-BRIC A rigid, siding panel. Combines insulation, weather-proof asphalt coating and brick design in one. True brick colors. Charming "wire-cut" tapestry brick effect.

RU-BER-OID ASPHALT SIDING

LOOKS LIKE BRICK, LONG-WEARING, FIRE-RESISTANT, REDUCES FUEL COSTS

Perhaps you've always admired the beauty of brick. It gives a home mellowness and quiet dignity.

Today—your home can have the appearance of brick at moderate cost.

Ruberoid offers three different types of Asphalt Siding simulating brick.

The newest of these sidings is Aristo-Bric. This is a rigid panel siding. It combines ½-inch asphalt sealed insulation board with a protective coat of mastic asphalt in which are embedded fire-resisting mineral granules in brick design. You get both beauty and insulation in one of the finest asphalt sidings on the market.

Next—and at a more moderate cost—is Brick-Style. This siding, in strip form, has soft, true-brick tones with a choice of contrasting "mortar lines." Only the best of materials—felt, asphalt, and heavy mineral granules—go into RU-BER-OID Brick-Style Siding, your assurance against the wear and tear of time.

Third—and still less expensive—is Brik-Strip Siding in roll form. It, too, is a faithful reproduction of real brick. The mellow colors, the "Wire-cut" texture and decorative soldier courses are true to the last detail.

All three sidings are fire-resistant, never require paint to prolong their life, reduce fuel and maintenance costs.



BRICK-STYLE Siding in strip form with extra heavy butts. Looks like "wire-cut" brick Many attractive colors and color blends.



BRIK-STRIP Inexpensive brick-type asphalt siding in ROLL FORM. Attractive—with "wire-cut" texture. Deep red, buff or tapestry blend.

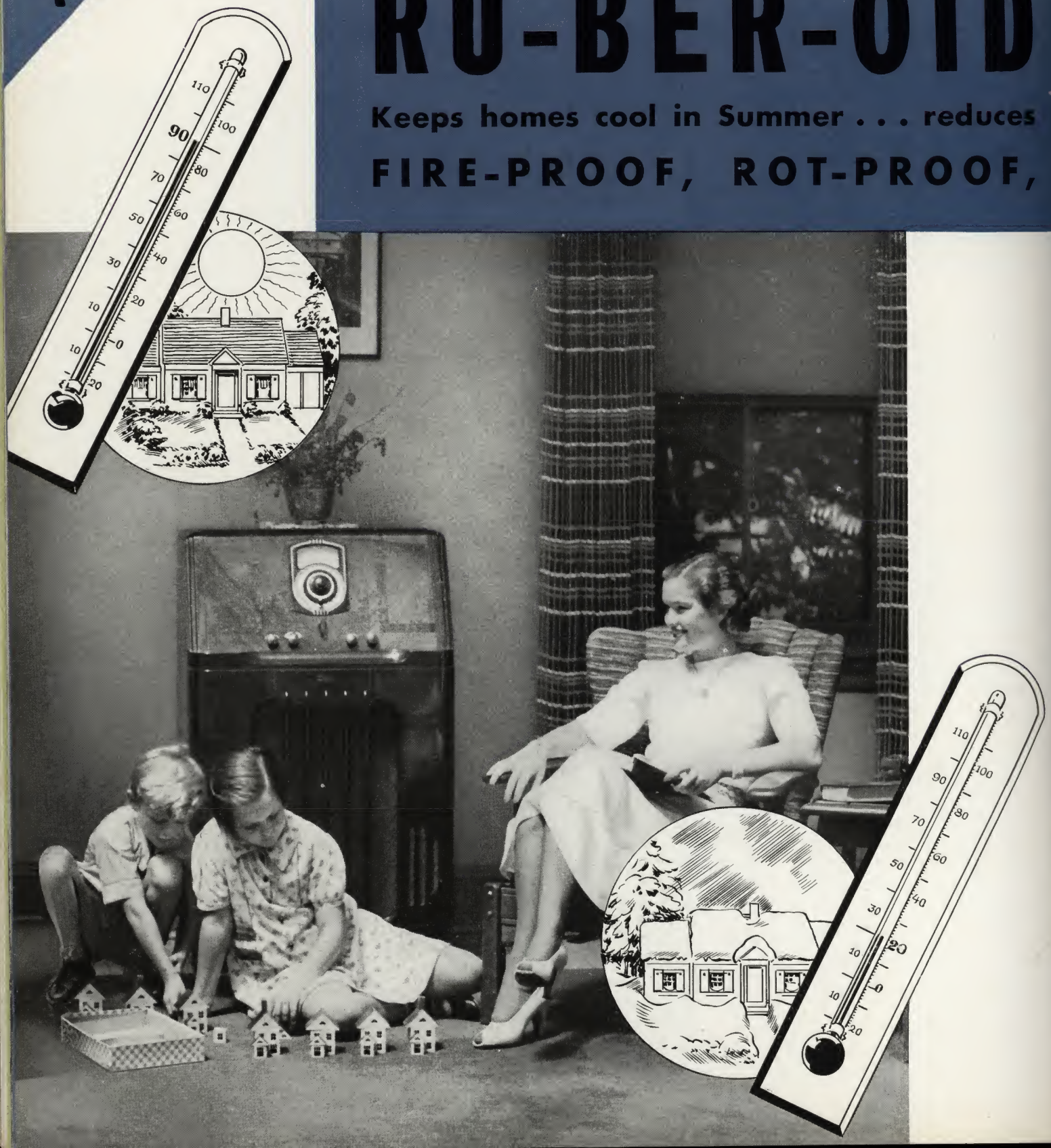
Third . . .

Let's consider

RU-BER-OID

Keeps homes cool in Summer . . . reduces

FIRE-PROOF, ROT-PROOF,



INSULATION . . .

ROCK WOOL

fuel costs up to 30% in Winter

VERMIN-PROOF!

In this home of yours—you want to select your insulating material with great care. You want to get all the advantages of a properly insulated house—savings in fuel costs, increased Summer comfort, elimination of drafts, and a material increase in the re-sale value of the building.

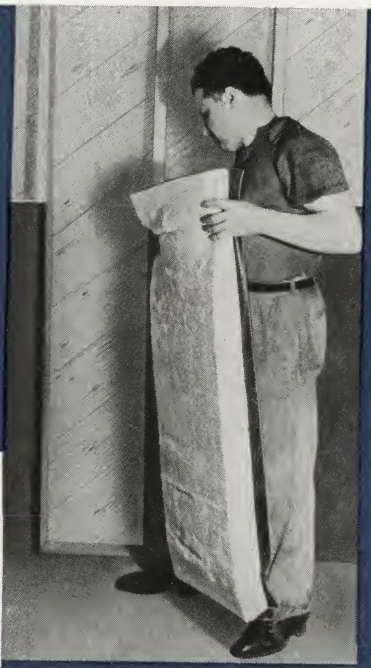
Rock Wool in its recommended thickness of 4 inches, is the most efficient, practical and economical insulation. Indestructible—it is absolutely vermin-proof and inert toward moisture.

Rock Wool is unaffected by acids or alkalis. It is in itself not only fire-proof, but when applied, it fills various spaces which would otherwise act as flues in case of fire.

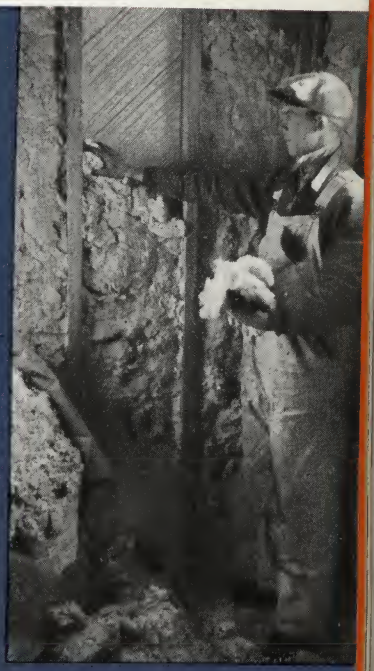
You can insulate your attic at modest cost. Since heat rises and a high percentage of the heat loss is through the roof—insulation of the roof is the most practical and economical way to insulate a home. You will effect savings up to 30% in fuel costs in Winter. And, in Summer, your home will be cooler.

If you are building a new home—place Rock Wool in sidewalls, as well as in the top floor ceilings to achieve maximum insulating efficiency.

Rock Wool comes in various forms. Forms and methods of installation are illustrated.



INSTALLING KRAFLINED GIANT BATS. Ideal for sidewalls and rafters. Quickly applied. Each bat backed with moisture-resistant paper.



HANDPACKING LOOSE ROCK WOOL in between studs or joists. Less expensive to purchase—more expensive to apply.



BLOWING GRANULATED ROCK WOOL in between floors and joists. Can also be hand-poured.

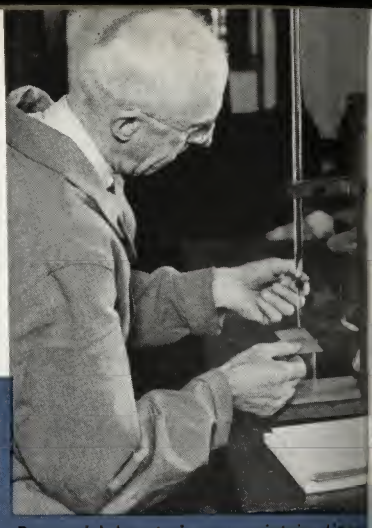


BLOWING GRANULATED ROCK WOOL by pneumatic method into sidewalls.

Fourth . . .

Let's look at

THE COMPANY BEHIND
RU-BER-OID PRODUCTS



Research laboratories are maintained in each factory. In a single month, more than 12,000 tests were made in one plant alone.

WHEN you buy building materials, you are making important purchases—products which must serve you well and for a long period of years. It is important to know that the company behind these products is a responsible, firmly established and progressive organization.

• • •

Nearly half a century ago in an unpretentious plant at Bound Brook, New Jersey, there appeared the first roll of ready-to-lay roofing ever made. It was christened RU-BER-OID, and, with its birth, a great industry was founded. Without testing laboratories to measure its future worth, without advertising to proclaim it, its value had to be proved the hard way—by tests on roofs. Remarkable service records—first 10 years, then 20, and then 30—were built up, and with them came public approval.

Today, as a result of the public's demand for quality, the first tiny Ruberoid plant has grown into 11 large factories—with thousands of employees. Strategically located, these factories manufacture more than 100 different roofing and building products made from asphalt or asbestos-cement—two time-defying materials. You will find in the Ruberoid line a product to fit every building need and every purse.

What caused this rapid and gigantic growth? In one word, it may be termed confidence. Confidence by the public that any RU-BER-OID Product represents the utmost in value. Confidence that the company, through its able research department, ceaselessly tests to maintain exacting quality standards. Confidence that the company's engineers and research chemists are abreast of the times, constantly working for new and better products to bring you new measures of beauty, durability, safety and economy.

Confidence that the 12,000 building supply dealers and applicators selling RU-BER-OID Products are carefully chosen—to give you the type of service and advice in keeping with The Ruberoid Co.'s own policy of square dealing.

It's on this basis of confidence that we ask you to choose your roofing and building products. The name of the maker, The Ruberoid Co., is one of the finest safeguards of satisfaction—your assurance that your money is well spent.



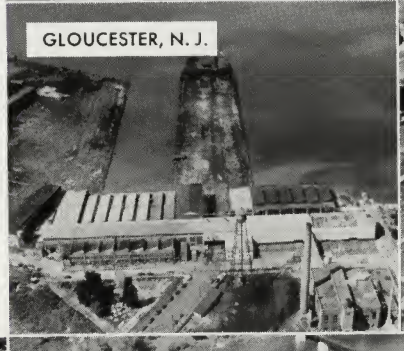
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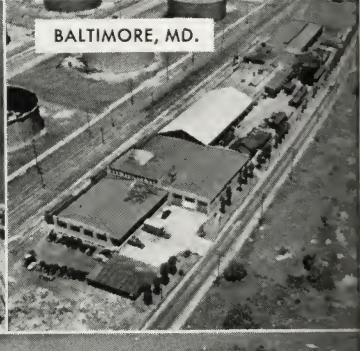
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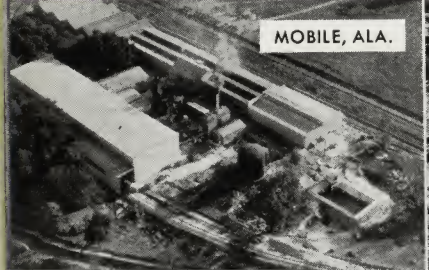
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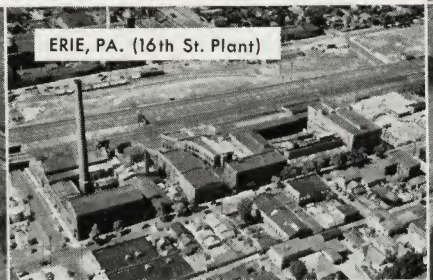
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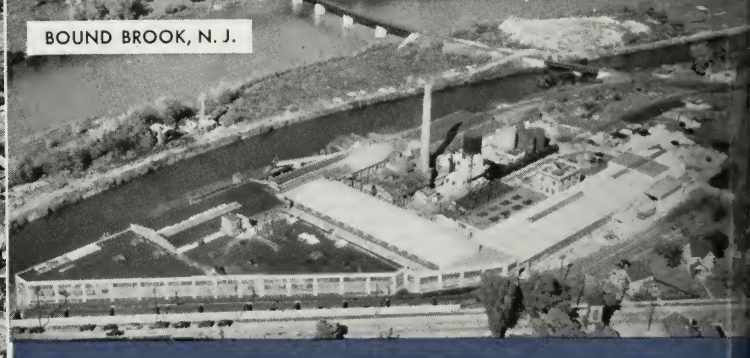
BALTIMORE, MD.



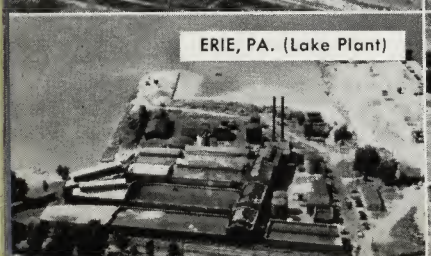
MOBILE, ALA.



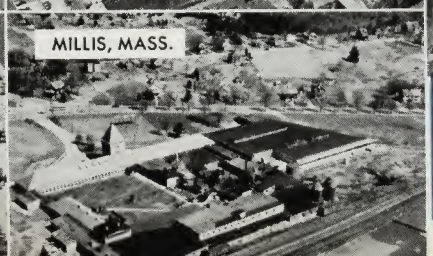
ERIE, PA. (16th St. Plant)



BOUND BROOK, N. J.



ERIE, PA. (Lake Plant)



MILLIS, MASS.

FOR FURTHER INFORMA

Fifth . . .

RU-BER-OID FINANCE PLAN

Enjoy Modernization Comforts at F.H.A. Time Payment Rates

NOW—you can make those necessary repairs or improvements to your home that you've always wanted.

You can apply a new roof, add a porch, or attic room, apply new sidewalls, refinish your bathroom or kitchen walls and pay for these repairs as you would buy a new automobile or electric refrigerator. For your convenience, The Ruberoid Co. will arrange to finance home improvement jobs. This enables you to make repairs and improvements to your home, and pay for them out of income. There is no down payment or red tape to delay you.

Modernize today and thus enjoy the increased protection, comfort and re-sale value these improvements will bring you—while you are paying for them.

THE AUTHORIZED RUBEROID DISTRIBUTOR

No matter how much you plan to spend on your new home or how extensive your improvements may be, if you don't get the finest grade of materials and expert workmanship . . . you are bound to be disappointed and lose money in the long run.

When you buy the materials bearing the trade mark "Genuine RU-BER-OID" or "ETERNIT," from an Authorized Ruberoid Dealer, you can be certain that you are getting the best that painstaking research, skilled workmanship and years of experience can produce.

Today 12,000 dealers recommend and sell RU-BER-OID and ETERNIT Shingles, Sidings and allied building products. They are the type of distributors that command your confidence.

We will be glad to advise you where you can buy RU-BER-OID Products in your community. If you wish additional descriptive literature on RU-BER-OID Products, write The Ruberoid Co., Executive Offices, 500 Fifth Avenue, New York, N. Y.

OTHER RU-BER-OID BUILDING PRODUCTS

ROLL ROOFINGS: Genuine RU-BER-OID, the original prepared ready-to-lay roofing, has been a standard of quality for nearly fifty years. No expense is spared to make this the finest roll roofing possible. There are many examples today where it has given service on roofs for more than 40 years, and is still in good condition.

Furnished in 36-inch wide rolls, it is available in a number of weights and grades with smooth finish or mineral surfacing. It is ideal for use on barns, sheds, garages, etc.

BUILT-UP ROOFING: Built-up Roofs consist of multiple layers of felts mopped in with Roofing Asphalt or Coal Tar Pitch. There are three types of Built-up Roofing used for flat roof construction: Coal Tar Pitch and Tarred Felt (gravel or slag finish); Asphalt Felt and Asphalt (gravel or slag finish); and Asbestos Felt and Asphalt (smooth finish). The Ruberoid Co. can supply materials for each of these three types of roofs, with specifications to meet any conditions.

INSULATING PAPERS FOR WATER-PROOFING: RUBEROID manufactures a complete line of special building papers, including Safe-n-dry, and 7-Ply. They are made by combining two or more sheets of kraft paper with water-proofing asphalt between, reinforced with layers of woven jute fabric. Because of the construction, they possess unusual strength and durability. They are ideal for sheathing under sidings, for use under floors to prevent buckling and around window frames for eliminating drafts.

ROOF COATINGS (For Preserving Roofs): RU-BER-OID Jet-Blak Roof Coating is a water-proof, elastic coating which penetrates right down into the dried out roofing, filling the pores, sealing the cracks and re-surfacing the roof.

Jet-Blak Asbestos-Asphalt Coating is a heavier bodied coating, containing strong asbestos fibres. Both are ideal for water-proofing old leaky roofs—either built-up, composition, corrugated iron, tin, shingle or gravel.

Both can be brushed on as paint. RU-BER-OID Jet-Blak Plastic Cement should first be used for patching rents, cuts, leaky seams and for pointing up chimneys and flashings. Roof Coatings and Plastic cement are furnished in convenient packages.

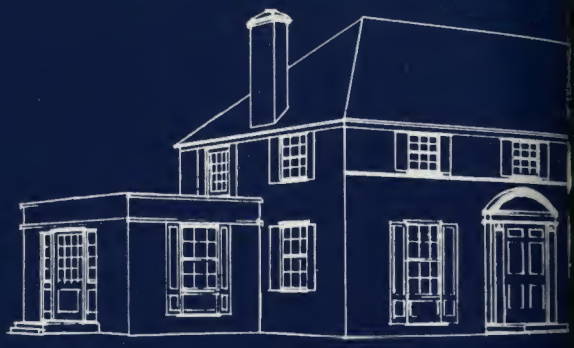
N WRITE . . .

The RUBEROID Co.

EXECUTIVE OFFICES

500 FIFTH AVENUE, NEW YORK, N. Y.











RU-BER-OID

ROOFING AND BUILDING PRODUCTS

The RUBEROID Co.

Executive Offices

500 FIFTH AVE., NEW YORK, N.Y.





SISALKRAFT

"Better Building Paper"

–IT COSTS SO LITTLE AND DOES SO MUCH

TEST SAMPLE ON INSIDE BACK COVER



See why Sisalkraft is
TOUGH—WATERPROOF—WINDPROOF
Test sample on back cover

BUILDING PAPER

wraps up the most valuable purchase of a lifetime---your home and everything you put into it.

The best plans—the finest materials—the most careful workmanship—may prove to be an expensive disappointment IF YOU THINK BUILDING PAPER IS UNIMPORTANT!

HERE IS WHAT GOOD BUILDING PAPER DOES

It doesn't matter what kind of exterior you plan for your home—it will allow a certain amount of air and moisture infiltration. Clapboards and shingles, or any lumber, absorb moisture and shrink, leaving cracks—stucco and brick are porous—and the joints between brick or stone work open. Without good building paper protection, rain and wind will cause damage and discomfort whenever it gets through the outside covering of your home.

It is the important job of good building paper to form a second "shell"—a protective barrier against wind—moisture—and dirt.

Good building paper must stop the wind that causes drafty, cold homes—and it must stop rain from penetrating the roof and walls, causing damage, discomfort and reducing insulation efficiency. Where air conditioning is planned, it is used as a moisture barrier to prevent the outward movement of vapor which causes sidewall deterioration, and reduces insulation value. Good building paper keeps wind and water out—and when desired, keeps moisture in.

To do its work efficiently—to protect your investment—to help safeguard your health—building paper must be a waterproof, airproof sheet with a minimum of expansion or contraction, and tough enough to be applied without holes, or tears of any kind.

AND SISALKRAFT COSTS SO LITTLE

Sidewall protection in a $7500 home costs only from $15 to $25—subtract from that amount the cost of an ordinary paper (which you might use IF YOU DIDN'T KNOW BUILDING PAPER WAS IMPORTANT). Thus, the cost of Sisalkraft is but a few cents per year—over the lifetime of your home. Think of what that few cents buys—lowered maintenance cost—decreased depreciation—fuel economy—health and comfort.

"SISALKRAFT IS THE PERFECT BUILDING PAPER"

Copyright 1938. The Sisalkraft Co. Printed in U.S.A.

WHY SISALKRAFT KEEPS A HOUSE SNUG AND TIGHT

Sisalkraft is pre-treated — which means that its tough cover sheets are especially treated before combining, to resist shrinkage and fungus rot. This is standard in all 36" rolls. This exclusive feature is typical of the careful manufacture — soundness of recommended uses — and constant effort toward improvement — of Sisalkraft.

IT'S STRONG AND TOUGH!

Sisal fibres like paper, won't stretch—string and other reenforcements stretch when pulled and the paper breaks before the reenforcement takes the strain. There is over a half mile (approximately 2808 lineal feet) of steel-like sisal fibres, running both lengthwise and crosswise, in every square yard of Sisalkraft. That's why it can take the abuse which building paper gets—rough handling, dragged around, walked on.

Sisalkraft doesn't tear, rip or puncture like the flimsy papers—which often are torn and cracked before they are put in place. Wind and moisture penetrate even very small openings in a building paper. Sisalkraft applies quickly, easily, without waste and no battens are necessary. The fibres in Sisalkraft are so closely spaced that no matter where a nail is driven through it, they give absolute resistance to movement in any direction.

IT'S WATERPROOF AND AIRTIGHT!

Even Noah recognized asphalt as ideal for waterproofing—he used it in the ark. And it is equally impermeable to air—when an unbroken film is maintained. The asphalt in Sisalkraft is constantly studied and checked in our laboratory—it won't run in hot weather or crack in cold. A generous quantity of this special asphalt is uniformly applied to both cover sheets. In the combining process (heat and pressure) the tough sisal fibres are embedded in, and completely surrounded by asphalt. Sisalkraft is really composed of six plies—two of asphalt—two of sisal—and two of pre-treated kraft. When combined they become a single, tough, water and airproof sheet.

IT'S TIME-TESTED AND PROVEN!

The quality of Sisalkraft is demonstrated by hundreds of thousands of installations—over a long period of years. This "Better Building Paper" has proved itself to be the dependable, economical protector of houses against the weather. Accept no substitute!

Suggest Sisalkraft to your Architect and Contractor

THEY WILL RECOMMEND IT HIGHLY

See why Sisalkraft is
TOUGH—WATERPROOF—WINDPROOF
Test sample on back cover

SISALKRAFT

in walls, under flooring and beneath roofing

IN ANY TYPE WALL

Sisalkraft protection is needed in sidewalls—whether they be wood siding, shingle, stucco, brick or stone veneer. Wind and rain will penetrate any of these materials—that's why it is so important to wrap up your home beneath its outer shell—so necessary to cover all sheathing with wind- and waterproof Sisalkraft.

Corner posts, and window and door openings are vulnerable points—protect them well. Sisalkraft is more than strong enough to be pulled around corners and turned into all door and window openings. It goes into place intact—fast rough handling, or whipping winds won't hurt Sisalkraft.

The dead air cells in insulation are what make it effective — they must be protected from moisture, and wind infiltration or their efficiency is greatly reduced. Sisalkraft is waterproof and airtight!

UNDER FLOORING

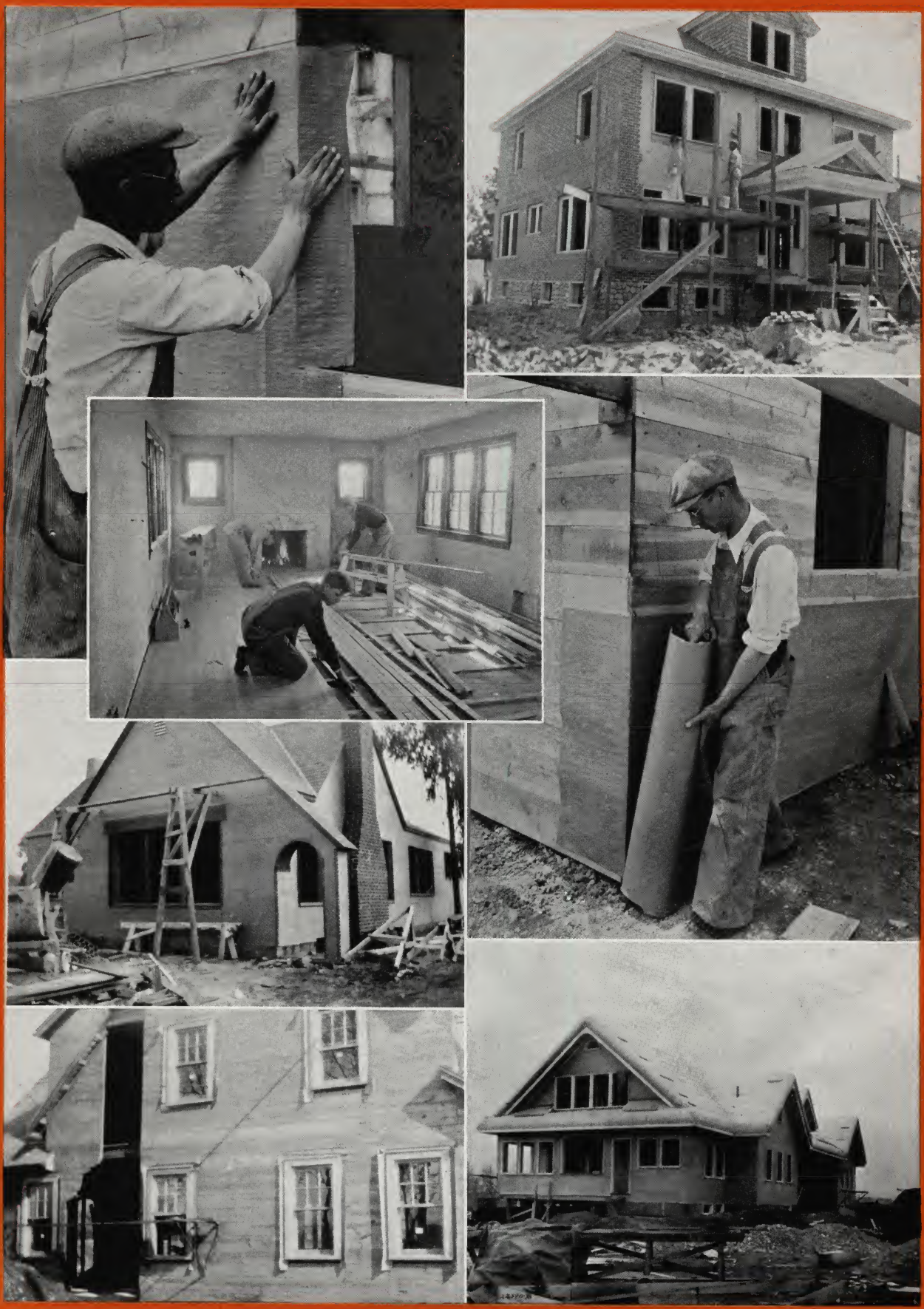
Sisalkraft under flooring prevents moisture and dust rising upstairs from the basement, keeping your flooring clean and dry. This is important protection because cupping, warping and creaking in hardwood floors are commonly caused by moisture absorbed from below.

The toughness of Sisalkraft enables it to be applied without breaking, and without damage from men walking upon it, insuring an unbroken waterproof membrane between subfloor and finished floor. In floor lining, Sisalkraft should be turned up under the baseboards—as an added protection against drafts and moisture.

UNDER ROOFING

Sisalkraft is a dry sheet—not roofing. It stops water that is forced under shingles by a high wind; that leaks through a damaged roof; or that backs up from melting snow and ice in gutters and valleys. It also stops a lot of air from leaking out of the attic.

When a nail is driven through Sisalkraft the asphalt core is penetrated. If this asphalt were dry and brittle the resulting hole would permit leaks. But since the asphalt in Sisalkraft is of a special tacky composition, and since it is protected against oxidizing by cover sheets, it hugs or clings tightly to the shank of the nail and seals the hole.



Suggest Sisalkraft to your Architect and Contractor

THEY WILL RECOMMEND IT HIGHLY

See why Sisalkraft is
TOUGH—WATERPROOF—WINDPROOF
Test sample on back cover

SISALKRAFT

FOR CURING AND PROTECTING CONCRETE

Clean, dustless, beautiful concrete is very important for the basement. It means a livable, attractive floor, free from fine dust, and easy to clean. Walks, driveways, steps, garage floors, etc., also are important to the appearance of every home. To have strength, texture, and beauty in all of your concrete, you must have proper curing. Without it, the best materials and the most careful workmanship, will not produce good concrete.

Concrete may be strong, comparatively speaking, but if it is improperly cured it will wear, crack, and dust. The continued sweeping away from an improperly cured floor of what looks like dust and dirt, is more often the uncombined fine cement of the concrete surface. This leaves a pitted and uneven finish which continually becomes worse. THAT'S WHY SISALKRAFT CURING IS SO IMPORTANT.

Curing is the chemical change necessary for water, cement, and gravel to combine. It is accomplished by sealing in with Sisalkraft the original mixing water in the concrete until the chemical change is complete.

Today, the basement is used almost as much as the living rooms and therefore it is important that the concrete floors be kept free from construction stains, dirt, and debris. Sisalkraft cures the concrete and at the same time keeps the floor clean—it can be left in place until all work is finished and the house is ready for occupancy.

An average size basement floor can be cured with Sisalkraft for as little as $8.00. And the same paper can be used for curing the driveway, walks, and garage floor. Thus, the cost of Sisalkraft curing is negligible. For further data write for folder B-721-H.

This concrete block was cured with Sisalkraft. It has undergone a severe sand blasting test with practically no damage. The strength, beauty and density of this kind of concrete can easily be recognized. This clearly illustrates the way Sisalkraft-cured concrete resists wear in actual service.



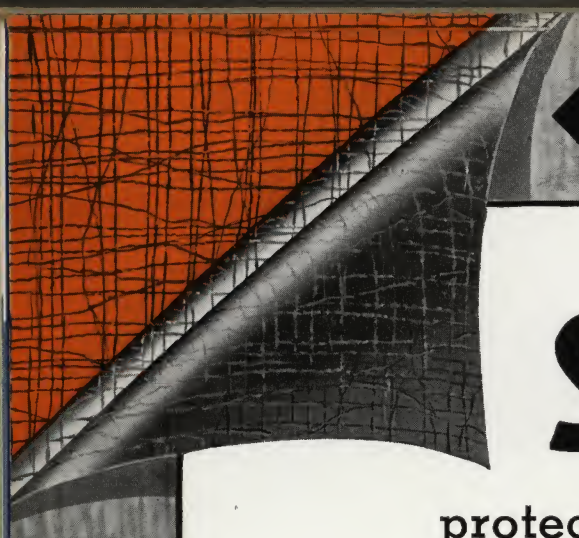


Here is shown concrete out of exactly the same mix as that pictured at the left, the only difference being that it had no protection from rapid drying. Note how badly the same sand-blasting damaged the surface. That's what happens under ordinary wear when concrete is not cured properly.



Suggest Sisalkraft to your Architect and Contractor

THEY WILL RECOMMEND IT HIGHLY



See why Sisalkraft is
TOUGH—WATERPROOF—WINDPROOF
Test sample on back cover

SISALKRAFT

protection for home -- industry -- farm

What, Silos of Paper?—certainly! Over 150,000 of them—made of Sisalkraft and corn cribbing — have been used by farmers. See picture on opposite page.

Paper tough enough to serve as a silo, is NOT ORDINARY building paper! It's so strong, waterproof and windproof that in addition to its construction uses, Sisalkraft has scores of others—in the home—in industry—and on the farm.

HOME

After floors, stairs, bathtubs and mantels are in place in your new home, protect them with Sisalkraft during interior finishing—from dirt, stains, paint, and accidental damage.

Contractors can use Sisalkraft to protect partially completed work and material temporarily stored outside—to keep it clean and dry.

Sisalkraft is ideal for lining coal bins, attics, garages, summer cottages, under porch space—covering tennis courts for winter—protecting the car motor during heavy rains or washing—wrapping shrubs for winter protection—packaging for storage or shipment —and a host of other practical applications.

FARM

On farms Sisalkraft is used: to line all outbuildings, cover machinery, to make poultry houses weather tight—for practical haystack covers, temporary silos, for tarpaulins, and in many other ways.

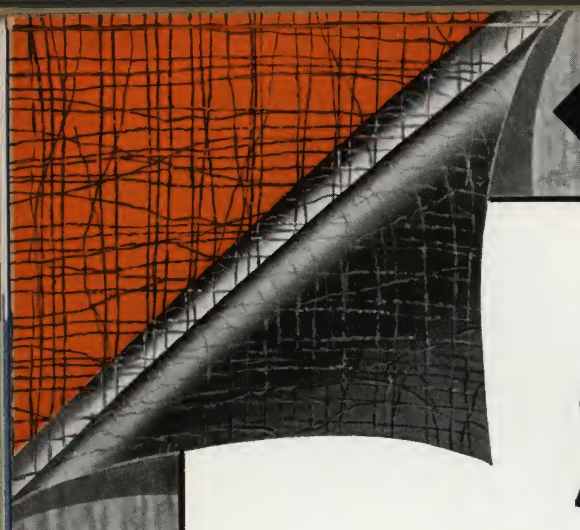
INDUSTRY

Sisalkraft is used to protect shipments of steel—furniture—textiles—automobiles—fruits and innumerable other items. Its waterproofness keeps dampness out, or seals moisture in—its toughness protects against damage. Sisalkraft has a multitude of industrial uses. Our engineers welcome a discussion with you of your shipping problems—write for details.



Suggest Sisalkraft to your Architect and Contractor

THEY WILL RECOMMEND IT HIGHLY



See why Sisalkraft is
TOUGH—WATERPROOF—WINDPROOF
Test sample on back cover

COPPER-ARMORED SISALKRAFT

WHAT IT IS -- WHAT IT DOES

For hundreds of years pure copper has been known as one of the most durable, workable, and protective metals, BUT, the use of copper in thickly rolled sheets has been limited because of high cost. Today, electro-deposits of copper on lead drums produce thin sheets of pure copper, free from pin holes, in any width up to sixty inches. A perfect, thin sheet of copper is just as impermeable to water or moisture as a thick sheet. Thus, the protective value of copper—thick or thin—is dependent upon intact applications, not upon weight.

Thin sheets of copper need reenforcement for handling, and to assure undamaged application. THE PROBLEM IS ANSWERED IN COPPER-ARMORED SISALKRAFT.

Copper-Armored Sisalkraft is a perfect combination—thin sheets of pure electro-deposit Anaconda Copper are bonded under heat and pressure with tough Sisalkraft. It is flexible . . . will not kink or crack. The non-elastic sisal reenforcement of Sisalkraft gives copper the necessary strength to insure rapid and undamaged application.

It is an ideal concealed window and door flashing—to eliminate the possibility of leaks around these openings. Copper-Armored Sisalkraft is ideal for covering the top of foundation walls to prevent rotting of structural base timbers. As a concealed flashing in roof valleys and ridges, roof and sidewall junctures, it prevents water and moisture from seeping through. Copper-Armored Sisalkraft is also used for waterproofing and dampproofing basements—in fact many greatly varied problems of water and moisture proofing are solved by Copper-Armored Sisalkraft. It is the new way—the economical way—to durable, positive copper protection.

Copper-Armored Sisalkraft is inexpensive. That's why it is becoming increasingly popular. It is available in 1 oz., 2 oz., and 3 oz. weights. Sisalkraft folder CA-1H gives details and construction data. Write for it.

THE SISALKRAFT CO.
205 West Wacker Drive, Chicago

101 Park Avenue
NEW YORK

55 New Montgomery Street
SAN FRANCISCO

Below is a sample of

SISALKRAFT

TEST IT!

When you tear it up you will see its tough sisal fibre reenforcement—its special tacky asphalt—and its covers, pre-treated to resist shrinkage and fungus rot. You will see how all these have been combined under heat and pressure into a strong, moisture- and air-proof sheet.

Testing will demonstrate to you why Sisalkraft is better building paper—why it should be in your new home. Sisalkraft COSTS SO LITTLE and DOES SO MUCH!

As proof of the recognized quality of Sisalkraft, it is sold by 15,000 lumber dealers throughout the United States. They and we will gladly give you further information.

Suggest Sisalkraft to your Architect and Contractor

THEY WILL RECOMMEND IT HIGHLY

SISALKRAFT Building Paper is one of the most important, yet least expensive, items which can go into your home. It is called upon to protect practically your entire investment.

Ahead is the **SISALKRAFT** Section. It will be worth your time to study it carefully.

SMYSER-ROYER

CAST IRON VERANDAS AND RAILINGS



Photo by GOTTSCHO

WALLACE McCREA, Architect

Columns, Frieze and Pendant, Design No. 73. Railing, Design No. 31.

Many Smyser-Royer Company designs date back to the early part of the 19th century. Many of the patterns have been in the possession of this firm since its founding in 1840. A few of our nearly 200 designs are shown in these pages.

Smyser-Royer designs may be adapted to almost any required dimensions, in all types of construction. Consult your architect in regard to the use of Smyser-Royer designs for any purpose you have in mind.

SMYSER-ROYER COMPANY, YORK, PA.

Philadelphia Office, Architects Building, 17th and Sansom Streets

SMYSER-ROYER COMPANY



Photo by ROBERT W. TEBBS

WILL W. GRIFFIN, Architect

Cast Iron Veranda Design No. 72 used to obtain a most pleasing effect for the loggia shown above.



EDWARD F. NIELD, Architect

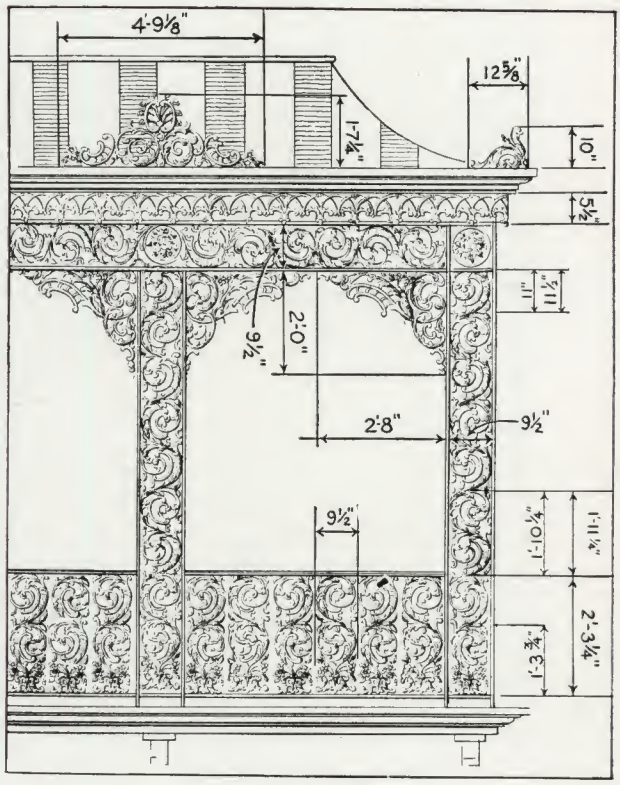
DESIGN No. 25 for Columns, No. 22 for Frieze, No. 86 for Railing and No. 7 for Brackets.

CAST IRON VERANDAS AND RAILINGS



WHITMAN & ROYER, Architects

DESIGN No. 70



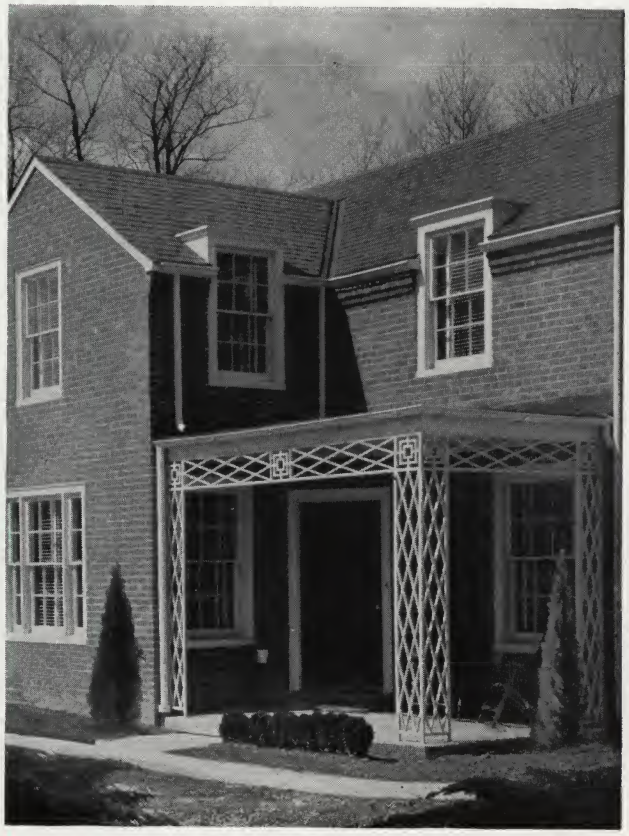
DESIGN No. 69

See bottom of page 4 regarding dimensions.



DESIGN No. 78 for Columns and Brackets.

Pendant No. 69



ROBERT RODES McGOODWIN Architect

DESIGN No. 101

SMYSER-ROYER COMPANY CAST IRON VERANDAS AND RAILINGS



Photo by GOTTSCHO

WYETH AND KING, Architects

Columns, Frieze and Brackets, Design No. 69. Railing, Design No. 71.
The fine traditions of the old South are recalled by this cast iron balcony that gives exterior grace and charm to this Florida residence.



JEROME ROBERT CERNY, Architect

DESIGN No. 70



WALLACE W. HEATH, Architect

COLUMN No. 72
Brackets No. 74

Write for prices, estimates, or complete catalogue. All necessary dimensions for more than 175 designs are shown in Catalogue C. Prompt attention will be paid to all inquiries by mail.

SMYSER-ROYER COMPANY, YORK, PA.

Philadelphia Office, Architects Building, 17th and Sansom Streets

PERFECT AUTOMATIC HEATING

WITH

Steam - Vapor - Hot Water Systems



TIMKEN

Silent Automatic

OILBOILERS

WALL FLAME MODELS

EXTRA COMFORT WITH SAVINGS THAT ONLY TIMKEN CAN OFFER!

WHAT are the most important considerations in buying automatic radiator heating? Ample warmth at all times . . . dependable, trouble-free service at the lowest operating cost . . . year 'round hot water . . . low initial cost to meet even the most modest budgets. Timken Oilboilers offer you these benefits *plus* the extra advantages that only Timken's many exclusive features make possible.

Timken, alone, offers you extra comfort and matchless savings—the results of the broadest experience in the industry. Timken brings you *proved* performance. More than 155,000 satisfied users make Timken a sound investment—one that will pay lifetime dividends in savings. Advanced engineering and singular manufacturing skill make Timken Oilboilers truly outstanding units. You'll find that Timken costs less—gives you the greatest return for your heating dollar. Wide range of sizes and prices enables you to select the unit best suited to your home and budget. Assures you complete satisfaction.



GET THE PROTECTION of steady temperatures —A Timken Oilboiler automatically provides even temperatures that guard your family against illness due to inadequate or faulty heating.



DEPENDABLE heat makes your home cozy. Relish the joys of Timken heat with days and nights of relaxation and contentment. Timken requires no attention.



ENJOY NEW FREEDOM—Rid yourself of the world's most thankless, dirtiest job . . . stoking a boiler. Add greater pleasure to your daily life with more happy, carefree leisure hours.



ALL THE HOT WATER you want the year 'round—What a thrill! Just turn the tap, at any time, and you have plenty of hot water for bathing, washing, cleaning—with savings that are truly amazing!



HAVE FUN in a clean, useful basement—Banish the coal pile and ash heap. Your basement can easily be converted into a recreation room or den. Add as much as one-third more livable space to your home.

7 DOLLAR-SAVING BENEFITS OF TIMKEN OIL HEAT

1. SAVES ON FUEL COSTS. Burner and boiler are designed as a unit to get the most heat from the least oil. Special burner features slash fuel costs to the bone . . . eliminate waste of oil and heat.
2. SAVES ON CLEANING AND DECORATING. No dust, soot or ashes to dirty your walls, rugs, drapes and furnishings. Painting, papering and cleaning bills are reduced to a minimum.
3. SAVES ON DOCTOR BILLS. Steady, even temperatures eliminate the causes of coughs, colds, and other ailments. Better health means fewer bills to pay your doctor and druggist.
4. SAVES THE COST OF LABOR. If you employ a furnace man you can save his wages with a Timken. Your own time spent tending your boiler is also valuable. End all labor and worry with a Timken.
5. SAVES ON HOT WATER COST. With a built-in water heater, a Timken Oilboiler provides abundant hot water—at but a fraction of the cost with other fuels. The year 'round savings and extra convenience of this low-cost automatic hot water makes Timken particularly desirable.
6. SAVES DRY CLEANING AND CLOTHING COST. A suit or dress soiled by a soot smudge is an ever-present expense of old-fashioned heating. With a Timken you can keep your cleaning and clothing bills surprisingly low.
7. SAVES VALUABLE BASEMENT SPACE. Adds to the value of your home by making it possible to convert your basement into an attractive recreation room, den, workshop or playroom for the children. You pay for this space in your home—you can *use* it when you have a Timken!

FIRST CHOICE FOR MODERATE-SIZE HOMES!

TIMKEN "BR" OILBOILERS—units that set performance records—were created and built by Timken engineers to bring the complete benefits of automatic oil heating to small and medium size homes. The units are handsome, compact and complete—in perfect harmony with today's scientifically designed, labor-saving homes. And they are in harmony with moderate budgets. First cost is low. Owners report amazingly low operating costs.

With these sensational new Timken Oilboilers you get the benefits of the broadest experience in the oil heating industry in bringing all the advantages of modern oil heating and automatic hot water service.

DESIGNED TO KEEP MODERN HOMES CLEAN AND COZY

Any homeowner would be proud to have one of these handsome heating plants in his basement, laundry, recreation or utility room. The oilboiler is a perfect servant—clean and quiet. Compact design means real economy of space. The medium-size model occupies floor space of only 33 by 33 inches, yet it is complete in every respect.

These units can be used with any type of radiator heating system—steam, hot water or vapor.

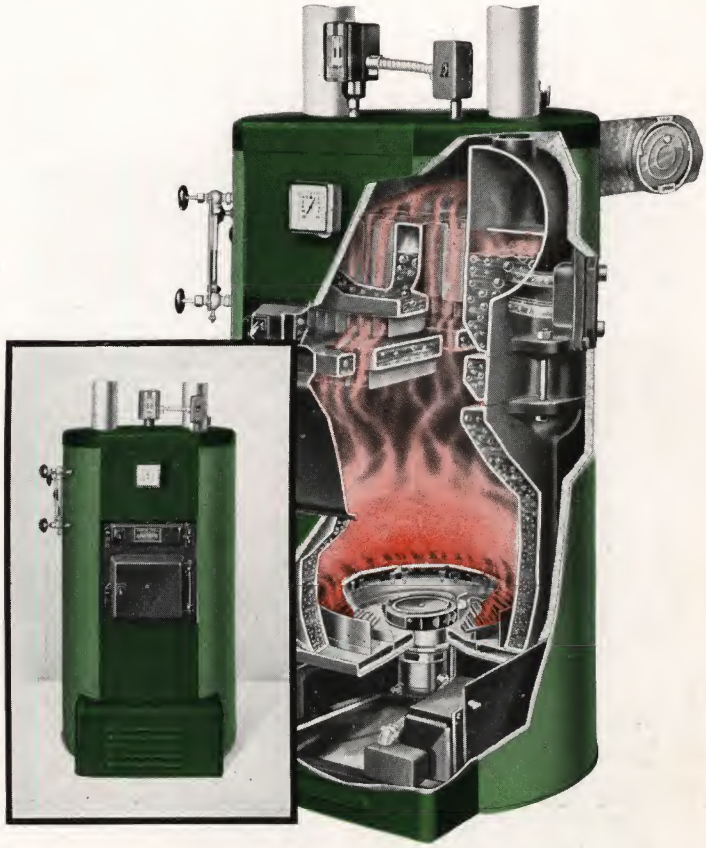
COORDINATED UNIT MEANS FUEL ECONOMY

The exceptional operating economy of Timken BR Oilboilers is due to the coordination of the wall flame burner and the specially designed cast iron boiler. The oil burner is built into boiler base at the factory to assure the highest type of installation in each unit. The flame is matched to the combustion chamber so full heat is developed by the flame, and the heat is applied with maximum effectiveness to the fire-box walls. The wall flame principle of operation keeps the hot gases in contact with the heat absorbing surfaces longer, thus permitting better absorption of heat. Flues are lined with fins that extract maximum heat from the products of combustion. You get your money's worth from every drop of oil burned.

The handsome jacket is lined with a thick blanket of insulation that saves valuable heat and helps to keep the basement cool. When the unit is operating during the summer to supply hot water, the heat loss from the boiler is kept to a minimum.

SUPPLIES HOT WATER YEAR ROUND

Automatic water heaters are provided as an integral part of the unit to give coordinated operation. This means that only one oil burner operates to supply heat for the home and for hot water. With the water heater, the boiler is kept hot at all times. This permits quick response when heat is needed in the home during mild weather.



Timken BR Oilboilers are available in three sizes for homes of five to eight or ten rooms. Above: The cutaway illustration shows how the wall flame is matched to the firebox. Note the heat absorbing fins at the top of the boiler.

LIVE HEAT . . .

SAVES YOU MONEY. The wall flame burner built in BR units is equipped with the patented chromium steel flame-rim that converts inexpensive fuel oil into LIVE HEAT. Superfast warm-up gives you heat quickly when it is needed. The wasteful "warming-up" period is shortened to less than two minutes. You burn the amount of oil needed, and no more, even in spring and fall when you want only enough heat to take the chill off the house.

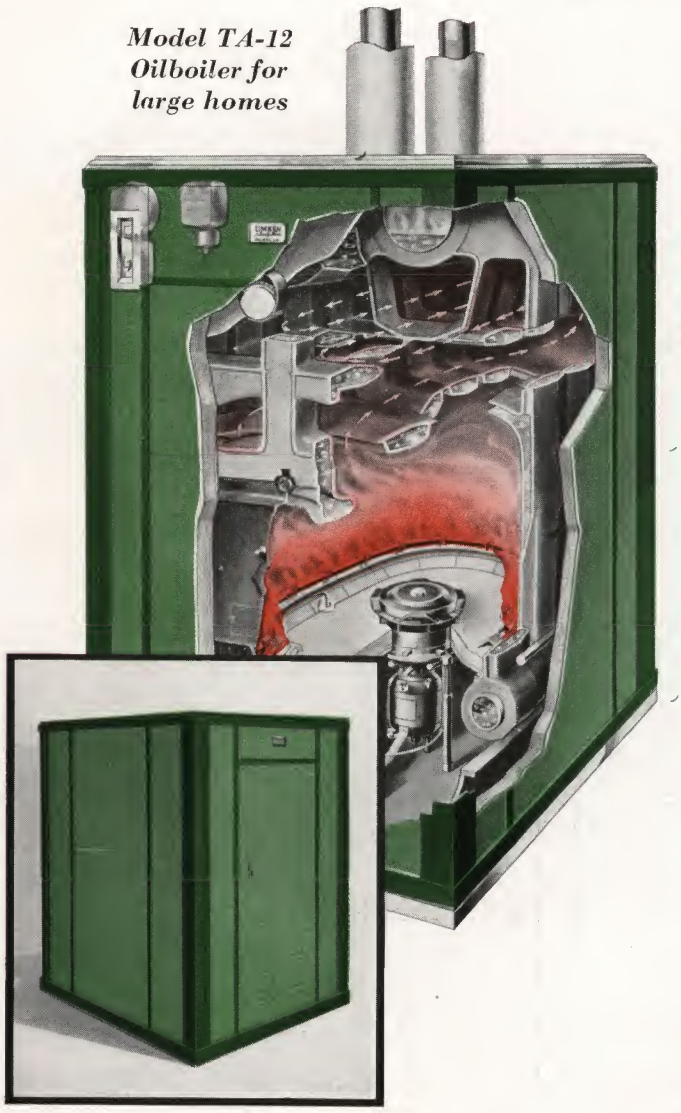
The wall flame burner has only one moving part. Wear and depreciation are minimized. In operation, the unit is so quiet that you cannot believe it is actually running.

Timken BR Oilboilers are designed for reliability and long life. They bring Timken advantages in even greater measure than ever before. They are a permanent investment in comfort, convenience, cleanliness and health protection . . . an investment that pays big dividends in actual fuel savings.

CHOOSE THE UNIT THAT

AT THE PRICE THAT'S KI

Model TA-12 Oilboiler for large homes



TIMKEN Oilboiler, Model TA12, offers you peak value in automatic heat for steam, vapor or hot water systems. Reliable, economical performance has been proved under every kind of home heating condition.

Each element of Timken design—completely coördinating the burner, boiler, water heater and controls—is the result of the most advanced engineering. All the latest refinements of boiler design and burner construction have been incorporated into this definitely superior unit. Surfaces between sections are ground smooth for iron-to-iron contact—adds years to life of boiler.

To the proved savings of the Timken burner with the magic *Wall of Flame*, you get the added economy of the heat-saving flue design. As the burned gases leave the combustion chamber, they retain heat which is extracted by a series of flues, and is transferred to the boiler water. You get more heat from less oil.

Cutaway illustration (left) shows scientific three-way heat travel and simple construction of this perfectly balanced boiler and burner. Cabinet is of heavy steel, completely insulated, attractively finished in two-tone green enamel, with all instruments completely enclosed. Rapid, free circulation assured by large nipple ports.

Compactness and beauty of this remarkable Oilboiler Unit (see inset left) make it ideal for installation in basement recreation or work room. It is so clean, so quiet in operation you almost forget this source of real winter comfort is on the job. In performance, quality, long life, the Timken Oilboiler is the last word in automatic heat for steam, vapor or hot water systems. It means better heating, better health . . . Saves money . . . Ends your heating worries!

COORDINATED UNITS BRING MANY ADVANTAGES

The Timken Oilboilers are designed for specific applications in different sizes of homes to provide the finest automatic heating at a price in keeping with the cost of the home.

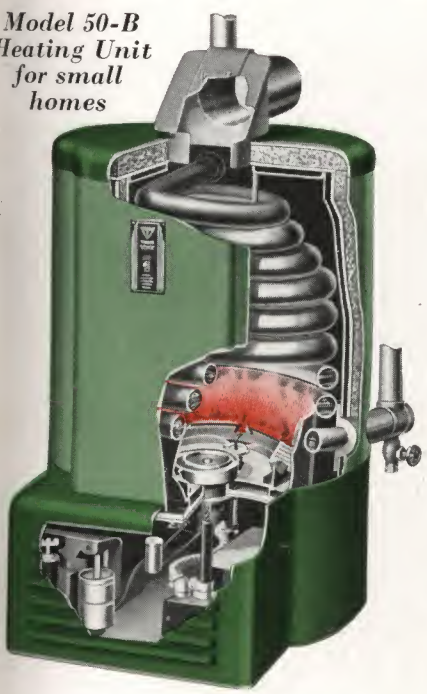
Coordinated design emphasizes the advantages of automatic heating. Matching the burner to the boiler AT THE FACTORY assures balanced performance to give you comfort during the entire heating season. Built-in water heating equipment gives a year round supply of steaming hot water at amazingly low fuel costs. All controls are the finest of their type—and are designed to produce the best possible performance of the unit from every standpoint.

Every part of these oilboilers is carefully made to assure reliable operation and long life. But the outstanding feature is the heart of each unit—the oil burner. Timken wall-flame burner equipped with the chromium steel flame-rim is your best assurance of economical, dependable heating over the years. It is the finest oil burner that Timken can build, factory installed in complete heating units specially designed for them, to give you the ultimate in modern heating.

In new homes or old, or with any type of radiator heating system, Timken wall-flame Oilboilers set new performance and economy records.

MEETS YOUR NEEDS BEST

NDEST TO YOUR BUDGET!



Model 50-B Heating Unit for small homes

TIMKEN Heating Unit, Model 50B, does a thorough heating job wherever 300 feet total load, or less, of hot water radiation is needed. It is ideal for small homes, shops, stores, one-room buildings, conservatories and similar structures. Requires floor space 2 feet square.

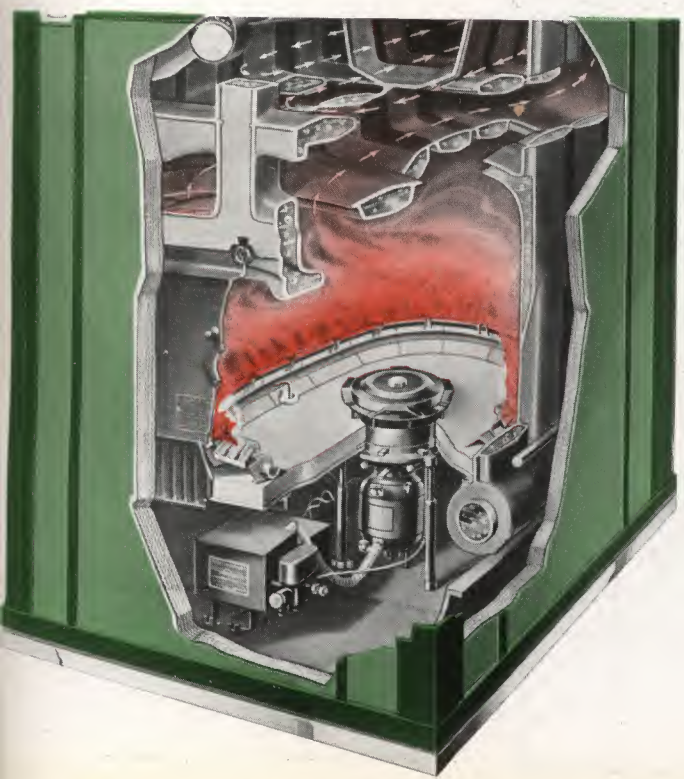
This compact, trim, low-priced unit has the magic *Wall of Flame* burner features found in Timken's highest priced units . . . that have earned Timken the unchallenged leadership of the oil heating industry. Burner, heater and cabinet are completely co-ordinated for maximum efficiency.

Coiled in the shape of a beehive, 32 feet of copper alloy heating coil provide a large, effective heating surface . . . assure faster heating . . . longer life. Rock wool insulation between inner and outer casing keeps exterior cool, prevents heat losses—saves fuel.

Cutaway illustration shows tested design, heavily insulated casing, electric ignition for positive, instant starting. 100% automatic controls assure fullest measure of comfort and convenience . . . completely carefree oil heating.

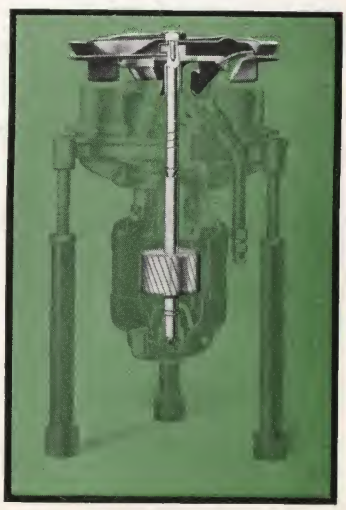


FAMOUS TIMKEN BURNER WITH MAGIC *Wall of Flame* GETS THE MOST HEAT FROM CHEAP OIL!



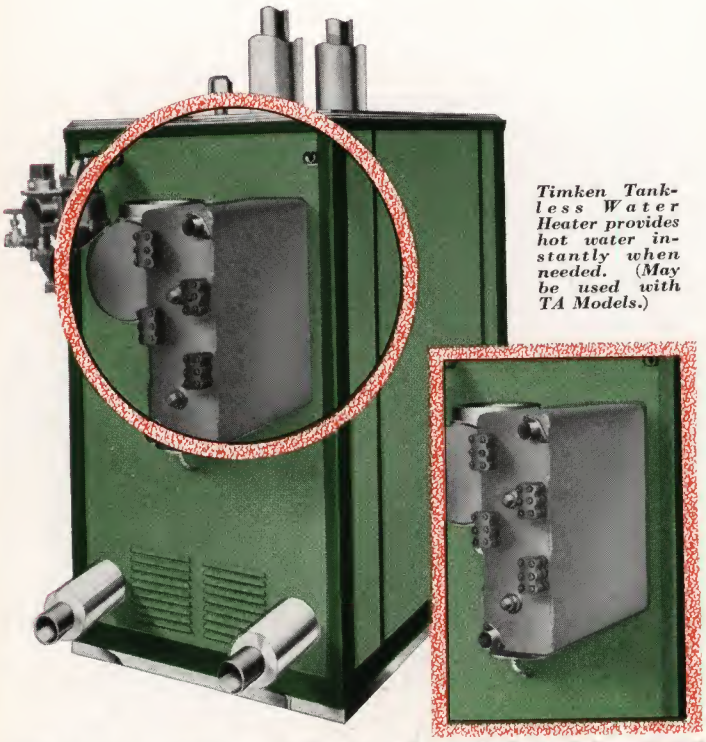
ONLY Timken offers you Live Heat from the magic *Wall of Flame* with the chromium steel flame-rim. It is the result of exclusive features that bring you oil heat at its best. Vaporized oil and air burn cleanly, completely—close to the firebox walls where they do the most good. Patented chromium steel flame-rim replaces old-fashioned refractories . . . eliminates wasteful warm-up period . . . saves fuel.

The Timken burner is the acme of simplicity. Only ONE moving part makes for super-quiet operation, freedom from mechanical difficulties. Electric ignition that starts your burner almost instantaneously — *only* when the thermostat calls for heat —uses less than 5c worth of electricity during an entire heating season. These are just some of the features that make Timken the truly outstanding burner . . . the "lifetime" unit.

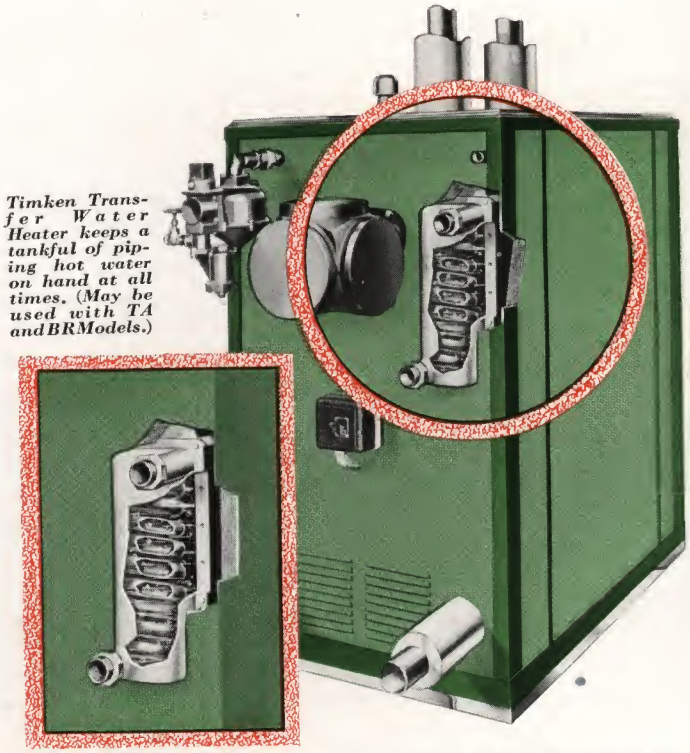


(Right) The shaft of the small electric motor used in the Timken burner with the magic Wall of Flame—the only moving part.

ABUNDANT HOT WATER THE YEAR 'ROUND AT A FRACTION OF YOUR PRESENT COST!



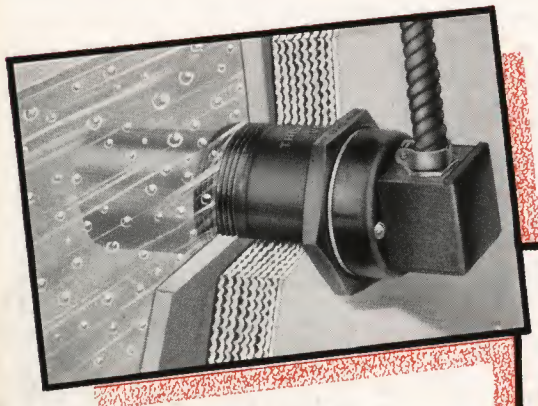
Timken Tankless Water Heater provides hot water instantly when needed. (May be used with TA Models.)



Timken Transfer Water Heater keeps a tankful of piping hot water on hand at all times. (May be used with TA and BR Models.)

WITH a Timken Transfer Water Heater installed in your Timken Oilboiler, you no longer have to run up and down basement steps to pat the tank or light the fire. Timken Indirect Water Heaters use the heat from the boiler, but they are sealed to prevent domestic water from mixing with the water of the boiler. The water you use—on tap all the time—is heated in non-rusting copper coils. Special controls make it impossible for heat to get into the radiators during the summer. Heavily insulated jacket keeps the heat in the boiler . . . the basement remains cool. Timken Water Heaters are available in several sizes for all Timken Oilboilers. (Optional extra equipment.)

ACCESSORIES THAT OFFER YOU EXTRA CONVENIENCE

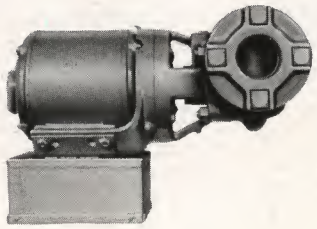


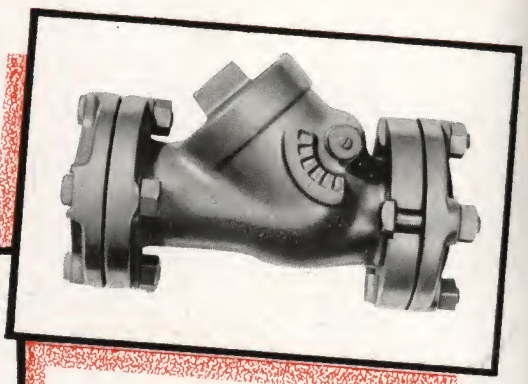
LOW WATER CUT-OFF

On steam or vapor heating plants, the automatic low water cut-off may be added as a safeguard. It shuts off your burner if the water level falls below normal. Other models include automatic water feeder which maintains proper water level.

FLOW CONTROL VALVES

Used in combination with indirect water heaters, automatic flow control valves prevent warm water from flowing into radiators when burner is being operated to heat water for domestic use. Required only for hot water boilers.

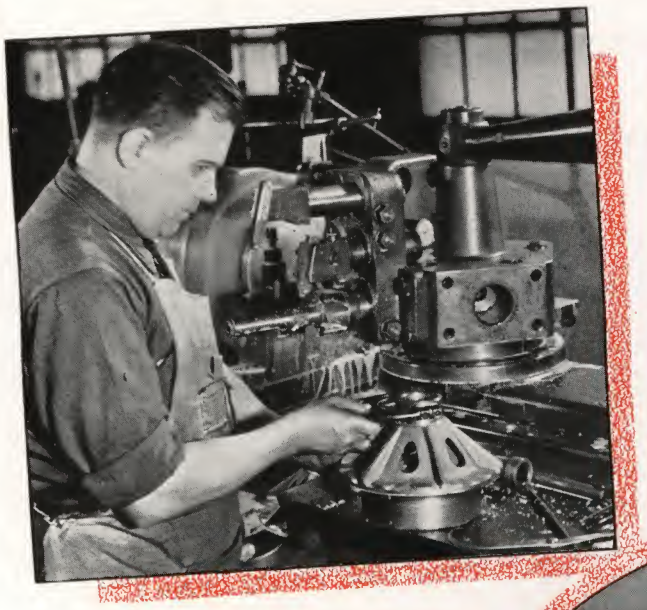




BOOSTER PUMP

Booster pump automatically forces hot water quickly to each radiator when heat is needed. Increases efficiency, provides constant temperatures, permits the use of smaller piping and radiators, overcomes certain defects in existing systems.

TIMKEN'S MANUFACTURING SKILL BRINGS YOU RELIABLE, DOLLAR-SAVING PERFORMANCE!



THROUGH more than sixty years of service to industry, Timken has established a tradition for precision manufacturing . . . has maintained high standards of workmanship, using only the finest materials available. This creed — which has earned Timken an enviable international reputation—is back of the Timken Oilboiler you purchase. That's why you can buy a Timken with confidence . . . with every assurance that you'll get most for your money!

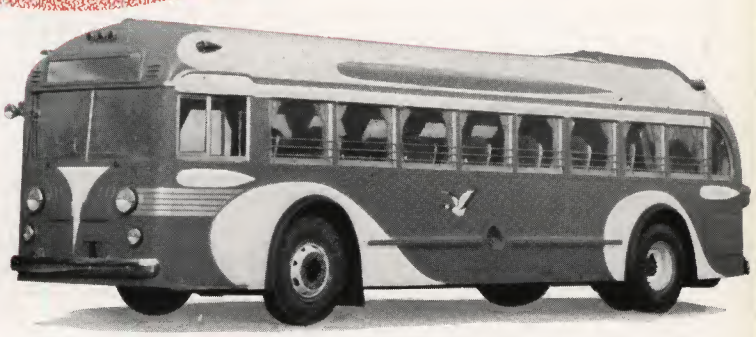
Special machinery and skilled workers combine to make Timken Oilboilers the finest equipment of their kind. This means that you get lifetime service, trouble-free operation at the lowest cost.



Experienced inspectors test each unit carefully to make certain that it operates quietly. This rigid inspection guards against excessive noise. Delicate testing device registers even the faintest noise or slightest vibration.

The reliability and economy of Timken Oilboilers as against other types of equipment are proved in this modern testing laboratory. Here engineers run every kind of test to check efficiency and ruggedness.





Experience has taught railroad and bus owners that Timken precision-built equipment is a sound investment . . . just as home owners learned that Timken Oilboilers are a sound investment.

SPECIFICATIONS AND DATA TABLE

MODEL	50-B	BAR	BBR	BCR
Rating (Steam) (equivalent direct radiation)	—	400	625	850
Rating (Water) (equivalent direct radiation)	300	640	1000	1360
Grade of Oil	Nos. 1, 2	Nos. 1, 2	Nos. 1, 2	Nos. 1, 2
Burner Motor, H.P.	1/60**	1/60**	1/40**	1/20‡
Storage Type Water Heater, Gal.*†	—	†40	†40	†40
Chimney Connection, inches diameter	5	8	9	10
Chimney Cross Section, inches	6 x 6	8 x 8	8 x 8	8 x 12
Chimney Height, feet	30	30	30	35
Outlets	1-1½″	2-2½″	2-3″	2-3½″
Returns	1-1½″	1-4″	1-4″	1-4″
Height of Water Line, inches	—	39	46⅞	47½
Overall Height, inches	37	48½	57 11/16	59⅛
Overall Width, inches	22½	27¾	32¾	36½
Overall Length, inches	24½	30½	33	36

MODEL	TA-124	TA-125	TA-126	TA-127
Rating, steam (equivalent direct radiation)	705	915	1120	1325
Rating, water (equivalent direct radiation)	1130	1460	1790	2120
Grade of Oil	Nos. 1, 2	Nos. 1, 2	Nos. 1, 2	Nos. 1, 2
Burner Motor, H.P. (110 volts, 25 or 60-cycles)	1/20	1/20	1/20	1/20
Number of Sections	4	5	6	7
Storage type water heater, gallons*†	40	40	40	40
Instantaneous type water heater capacity, gals.	180	†180	†180	†180
Chimney Connection, inches	9	9	9	9
Chimney Cross Section, inches	8 x 8	8 x 8	8 x 12	8 x 12
Chimney height, feet	30	30	30	35
Outlets	2-4″	2-4″	2-4″	2-4″
Returns	2-4″	2-4″	2-4″	2-4″
Height of Water Line, inches	49¼	49¼	49¼	49¼
Overall height, inches	58¼	58¼	58¼	58¼
Overall width, inches	34½	34½	34½	34½
Overall length, boiler and cabinet, inches	36¾	44¾	52¾	60¾

*With temperature rise of 100° in 3 hours. †Larger capacity water heaters available. **60-cycle motor only

‡Available with 60 or 25 cycle motor.

Assemblage of Model "BR" Boilers: Base with Integral Burner, Firepot, Finned Intermediate Section, Dome.

Maximum Operating Pressures: Steam 15 lbs., Water 30 lbs.

FREE INSPECTION Without cost or obligation, we will be glad to make a thorough survey of your heating requirements . . . show you how easily you can enjoy all the comfort and conveniences of TIMKEN Oilboiler heat . . . and at the same time save money. We will recommend the exact type of unit that best meets your needs, and at the same time we will submit a complete estimate of purchase price and probable operating cost. Telephone us TODAY for complete details.

NEW ENGLAND FACTORY BRANCH

110 Cummington Street

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Boston, Massachusetts

OPEN EVENINGS UNTIL 9:00

TIMKEN SILENT AUTOMATIC DIVISION

The Timken-Detroit Axle Company

DETROIT, MICHIGAN

TIMKEN SILENT AUTOMATIC OF CANADA, LIMITED, WALKERVILLE, ONTARIO

OIL BURNERS OILBOILERS CIRCULATING HEATERS AIR CONDITIONING ROOM COOLERS

YEAR 'ROUND AIR CONDITIONING OILFURNACES OIL-BURNING WATER HEATERS

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TIMKEN

COMPLETE AIR CONDITIONING UNITS

WITH REFRIGERATED SUMMER COOLING

Controlled Indoor Climate Every Minute of the Year



HEATS · FILTERS · HUMIDIFIES · DEHUMIDIFIES · CIRCULATES · COOLS

HOW TO MAKE SURE THAT YOUR NEW HOME WILL *Stay* MODERN!



● Of course you'll build a home that's up to the minute—but will it still be modern, five, ten or fifteen years from now?

You'll find the answer in your heating and air conditioning system. Will it bring you clean, filtered, properly humidified air at all times? Steady, even temperatures? Will it provide refrigerated summer cooling? Solid comfort, healthfulness, the peak of modern convenience?

It will, if it's a Timken! Because Timken is a product of truly ***advanced*** engineering—a product that protects your investment, keeps your home modern year after year.



TRUE AIR CONDITIONING IS COMPLETE CONTROL OF WEATHER INSIDE YOUR HOME

Timken Complete Air Conditioning should not be confused with any of the varieties of so-called air conditioning which are partial or make-shift. Timken air conditioning units heat, filter, humidify, dehumidify, circulate and positively cool the air in your home. Silently, economically, they bring you nature's fairest weather . . . scientifically blended to make your home more livable.

Warmth is basic to good air conditioning . . . the soothing, comfortable warmth of a balmy June day. During the coldest winter —or on damp, chilly days in spring or fall —Timken Air Conditioning units provide dependable, even temperatures . . . *all* the heat you want *when* you want it.





To keep the air in your home fresh and invigorating, it must be changed regularly. The change, however, must be gradual so you are not annoyed by drafts, chills or blasts of heat. Timken distributes filtered air evenly, all over your home.

On sultry or scorching summer days there is no pleasure equal to the cool, refreshing restfulness of a home conditioned by Timken. You can eat, lounge and—best of all—sleep in perfect comfort, no matter how high the mercury climbs. Timken brings you positive cooling . . . *real* comfort.





The proper amount of moisture in the air you breathe is essential to good health. Clean, purified air . . . like a breeze washed by a gentle summer rain. Timken automatically adds moisture in winter and takes out excessive moisture during the summer.

TIMKEN BRINGS YOUR FAMILY THE JOY OF HEALTHFUL INDOOR CLIMATE

You can't appreciate the comfort and pleasure a Timken brings until you've actually lived with it. Positive circulation of conditioned air means even temperatures throughout your home—no chilly corners. There's genuine enjoyment in abundant, dependable warmth—steady, even temperatures and warm floors—on even the coldest days . . . revitalizing cool air during the hottest summer months. You get perfect comfort all year long with Timken.





ENGINEERS' MAGIC PROVIDES FREEDOM

A thermostat is your janitor . . . controls that are almost human relieve you of all the worry and responsibility. Timken air conditioning is ***completely*** automatic —assuring you reliable, carefree heating or cooling as the season requires. Keep your youth and good spirits with a Timken!





CLEANLINESS SAVES TIME

Timken Air Conditioning Units burn oil . . . the clean fuel that is free from soot, smoke and ashes. In addition, all the air delivered to your living quarters is carefully filtered to remove dust, pollen and dirt that is always present in air. Housework is lightened . . . cleaning and decorating costs cut to a minimum.

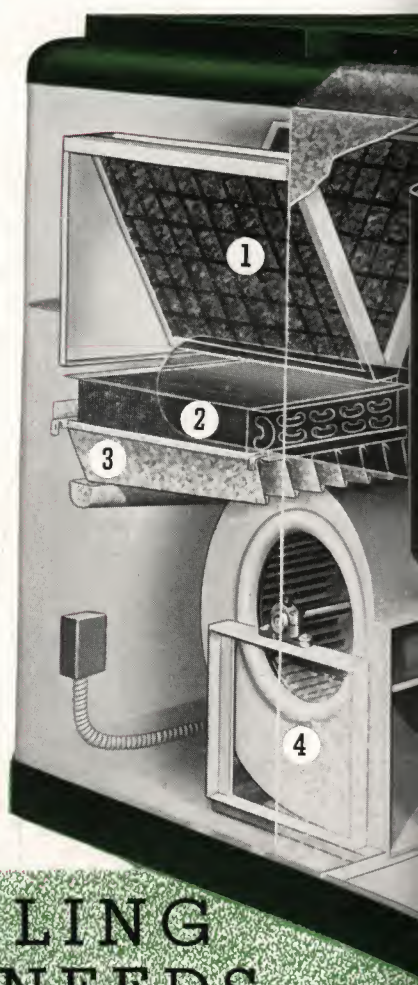
GOOD HEALTH GUARDED TWENTY-FOUR HOURS A DAY

Hot, dry air irritates the delicate membranes of the nose and throat . . . uneven temperatures lower resistance to colds! With Timken air conditioning you and your family enjoy healthful, clean heat . . . steady temperatures in winter. In summer, invigorating, cool, clean air keeps you hale and hearty . . . completely happy.

TIMKEN OFFERS A NEW HIG
OIL HEATING *Plus* REFRI

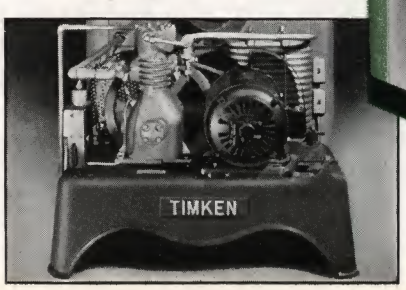
● The crowning touch to your home—a Timken Air Conditioning Unit that provides dependable heating, air conditioning and cooling with unequalled efficiency. In each attractive unit of this complete air conditioning line you will find the same balanced design, compact construction, expert engineering and precision workmanship that has earned Timken leadership. Highest quality materials, too, are a Timken tradition.

You can buy Timken Air Conditioning with confidence! Timken's exclusive features have been tested and proved in more than 155,000 homes. Simple design, rugged construction and extra heavy steel used in furnace and cabinet, make Timken a lifetime unit. For these reasons Timken alone offers you truly outstanding year 'round air conditioning equipment. Reliable, trouble-free performance . . . greatest savings through exceptionally low operating cost. Choose wisely; choose well—choose Timken!



EFFECTIVE SUMMER COOLING TAILOR-MADE TO YOUR NEEDS

Refrigerated summer cooling—to guarantee complete satisfaction—***must*** provide enough cooled, dehumidified, properly circulated air to keep everyone in your home thoroughly comfortable at all times. The variety of models in Timken's complete new line of year 'round air conditioning units makes it possible to engineer your summer cooling exactly, with respect to both your particular home and your budget. Timken engineers have designed the cooling equipment so it can be omitted from the original installation and added later if desired. They also write specifications for each installation without extra charge.



● Quiet, compact compressor especially designed for perfectly balanced operation with Timken Air Conditioning Units. Embodies all the latest refinements . . . features endorsed by countless satisfied users. Independently mounted for superior performance.

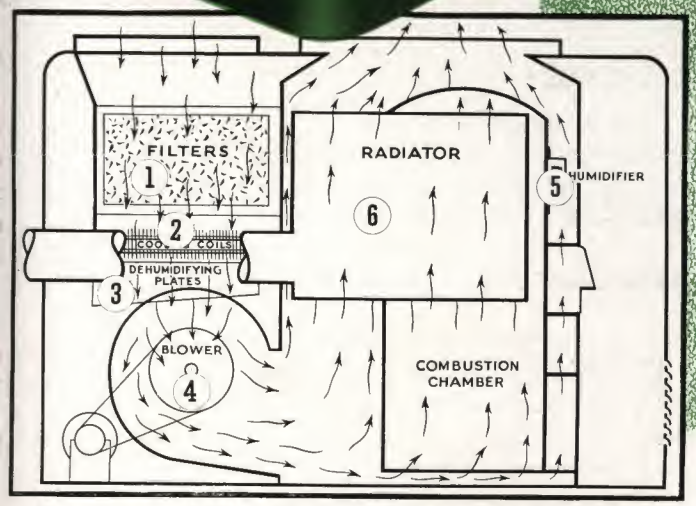


● Cutaway of rear view of Timken unit showing compact cooling coils and dehumidifying plates in position between blower and filters. Powerful, oversized blower runs at low speed to guarantee super-quiet operation.

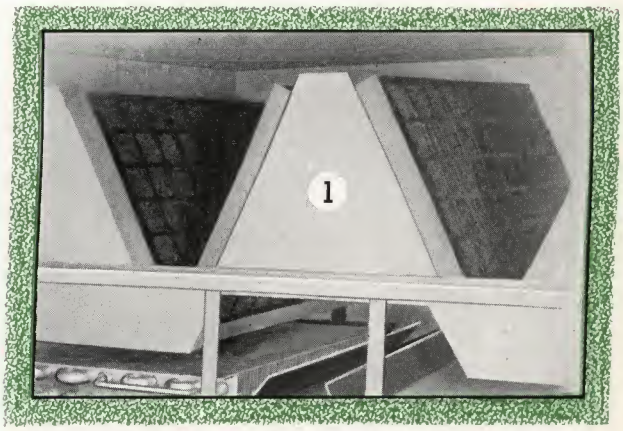
● Illustration above show amazingly compact design Timken Air Conditioning Uni with the famous Wall Flan burner. In each Timken un furnace and burner are pe matched to guarantee ma heating efficiency. All par enclosed in the well-vent handsome cabinet finished i tone green. (From top to bott the rear, note filters, cooling dehumidifying plates and bl Diagram shows how air is tioned as it passes through th

H STANDARD OF AUTOMATIC
ERATED SUMMER COOLING!

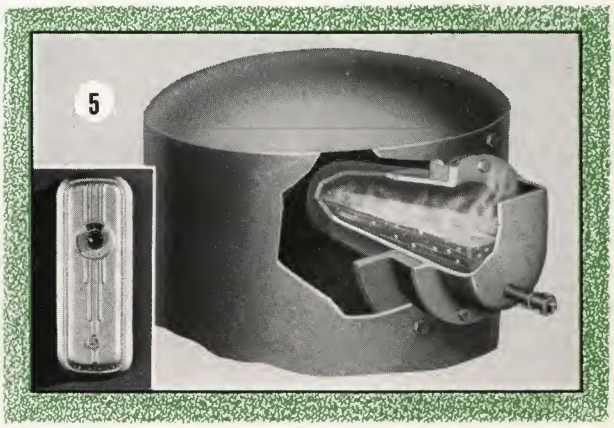




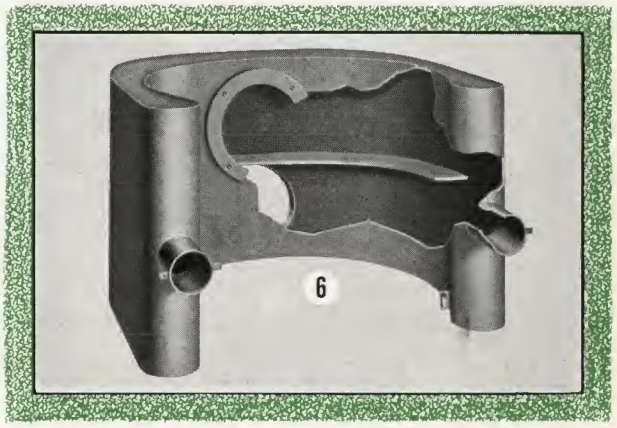
● **The extreme simplicity of a Timken is responsible for its matchless performance. Arrows show how during the heating season the blower draws air into the unit through the filters where it is thoroughly cleansed. Then it travels through the heating unit where it is warmed and humidified before it is forced into the living quarters. In the summer, the clean, filtered air is passed over the cooling coils and the dehumidifying plates before it enters your rooms.**



FILTERS PROVIDE THOROUGH CLEANSING OF AIR —Highly efficient filters, remove dust, dirt, pollen and bacteria from the air which is directed into your home. Clean air plays a vital part in protecting your health. Filters are cartridge type . . . easy to remove; inexpensive to replace.



MOISTENED AIR PROTECTS YOUR HEALTH—Just the right amount of moisture is added to the warm air to keep it comfortable and healthful. No dry, parched air reaches your living quarters. Humidistat (insert above) is optional equipment for regulating moisture content of air.

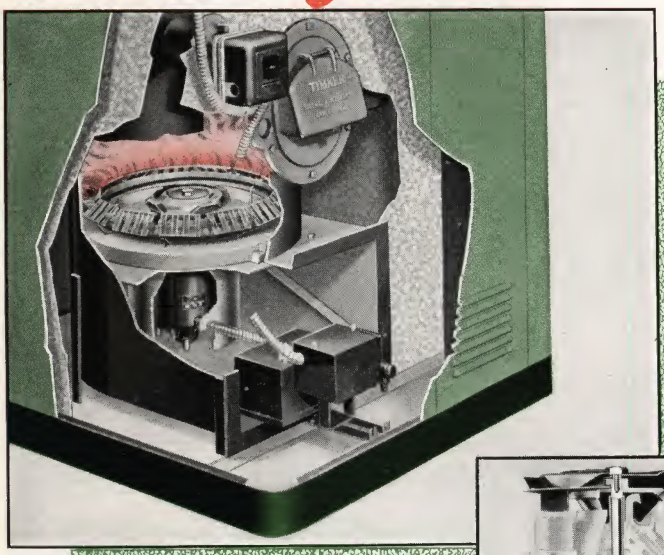


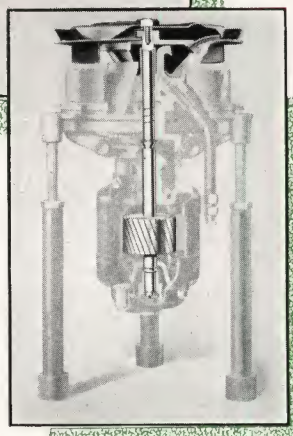
RADIATOR STEPS UP HEATING—The unique construction of the steel radiator forces burned gases to give up maximum warmth. You enjoy lower fuel costs—more heat from less oil because of large heating surfaces. This dollar-saving advantage is one of many Timken thrift features.

YOUR CHOICE OF TWO TYPES OF PROVED BURNERS TO SUIT YOUR NEEDS AND YOUR BUDGET!

TIMKEN ROTARY BURNER WITH THRIFTY

Wall of Flame!



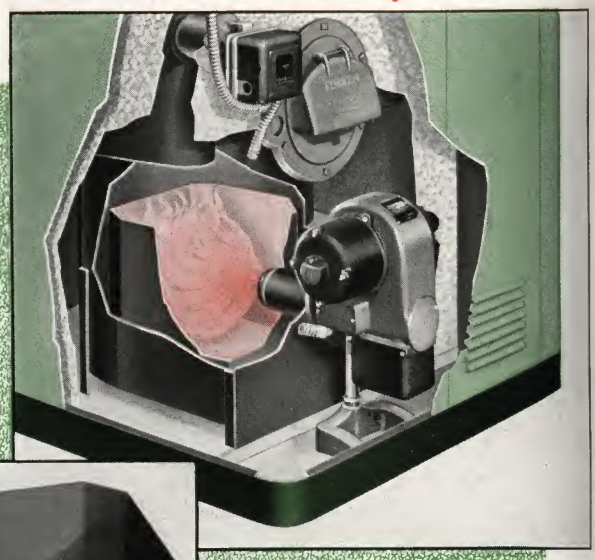


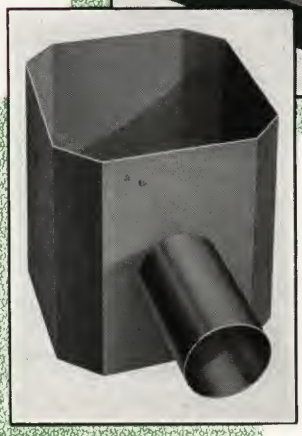
● Quiet beyond belief! The gentle wall-wiping flame blankets the firebox. Chromium steel flame-rim—an exclusive Timken feature—warms up seven times faster than ordinary refractories. Burns low-cost oil cleanly. Only ONE moving part, running in a bath of oil to minimize wear, makes for trouble-free operation. Electric ignition assures positive starting for only 5c a year! Prefabricated hearth simplifies perfect installation.

(RIGHT)—Only ONE moving part brings you carefree, dependable service with no complicated mechanism to get out of order.

PRESSURE-TYPE BURNER WITH EXCLUSIV

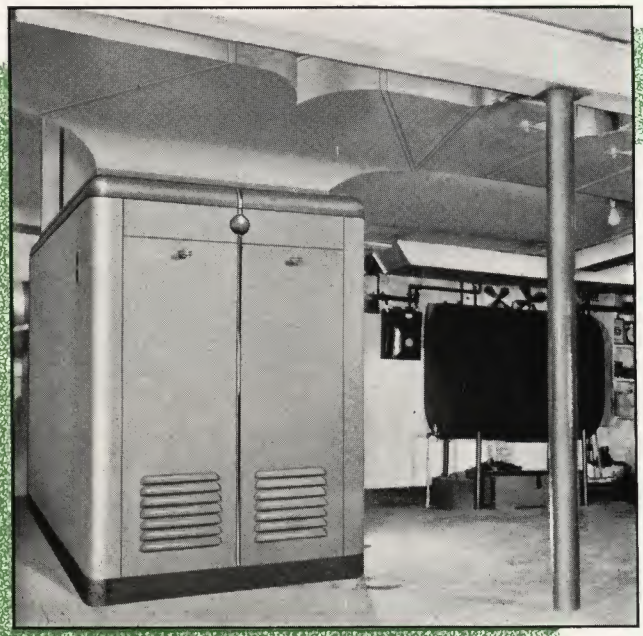
Flame Control!





● Only Timken engineers could produce this extraordinary burner. Perfectly balanced design . . . precision built, this unit conforms in every detail to Timken's rigid standards of high-quality workmanship with finest materials. ***Flame Control*** provides more heat per gallon of oil through scientific mixing of air and oil in exact proportions. Assures ***true*** heating economy.

(LEFT)—Chromium steel firebox converts entire combustion chamber into effective heating surface—an exclusive Timken feature.



A VARIETY OF MODELS AT A WIDE RANGE OF PRICES!

● One of the special benefits that Timken's complete line of year round air conditioning units affords is the variety of types of equipment you can buy with the money you have available. The price you pay for the unit that meets your needs best, depends on whether you prefer the Rotary or Pressure-Type Burner . . . what size blower is needed for your particular installation . . . whether you wish refrigerated summer cooling at once, or whether you prefer to wait awhile before making this additional investment. In short, you can get exactly what you need, when you need it, at a price well within your means. Your Timken Dealer will offer you unbiased advice—without obligation—on how to plan the purchase of complete air conditioning at your greatest convenience.

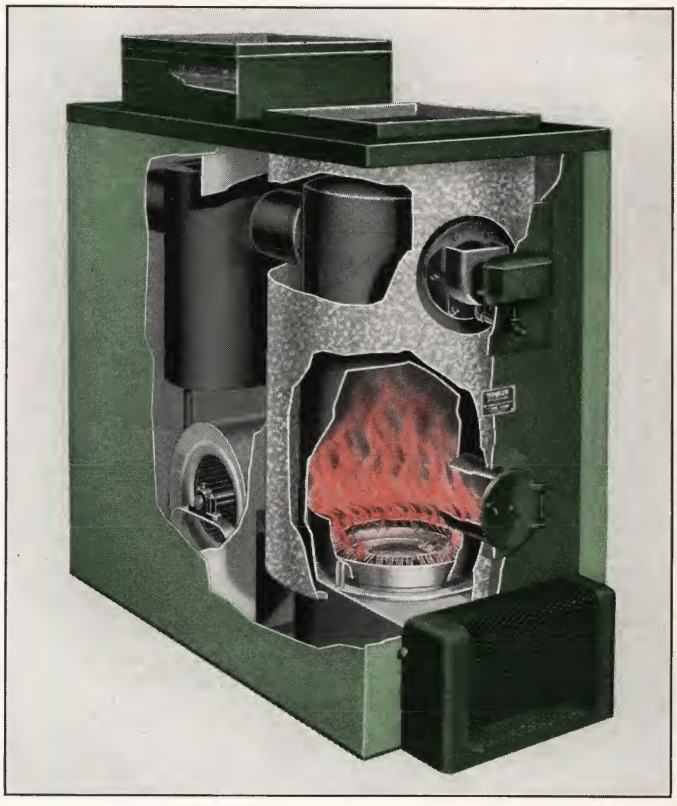
The basement of a Timken air conditioned home. Heating and cooling distributed through trunk-line system of rectangular ducts. Timken installations are all planned by engineering experts.

THRIFTY WALL-FLAME OILFURNACE FOR WINTER CONDITIONING SMALL AND MEDIUM SIZED HOMES

The last word in comfort, convenience, cleanliness for moderate-sized home heating—the Timken FCR Oilfurnace—heats, humidifies, cleans and circulates conditioned air in every room in the house. Has the famous Timken Wall-Flame Burner with LIVE HEAT, and only one moving part that is so completely automatic it even oils itself!

Comparison with ordinary Oilfurnaces reveals unmistakable Timken superiority. Note (at right) the scientifically proportioned combustion chamber, quiet operating multi-blade type blower, the sturdy, integral construction and expert workmanship. Other outstanding features are the deep doughnut-shaped radiator, heat economizer, humidifier and easily accessible steel wool air filter.

This thrifty Timken unit provides large volumes of clean, humidified air throughout the home for real comfort. Precision built as a complete unit, housed in attractive steel cabinet finished in two-tone baked green enamel of heavy 20-gauge steel with interlocking joints. Easily within the reach of small home budgets, and built to save you money year after year.



Cutaway (above) shows scientific flame placement and rugged, integral construction of Model FCR Unit for small and medium sized homes.



The proving grounds of Timken equipment. Part of the vast laboratory devoted entirely to tests and measurements—gruelling tests and exhaustive research of efficiency and endurance. Timken reliability and economical operation is perfected here before it is offered to the public.

TIMKEN MATCHLESS EXPERIENCE ASSURES GREATEST DEPENDABILITY

The name TIMKEN is your assurance of satisfaction . . . dependability that is backed by a priceless reputation for precision manufacturing in many fields. For sixty years, Timken has rigidly maintained high standards of workmanship with quality materials. Giant industries everywhere place their trust and confidence in Timken . . . and Timken keeps faith with them. Timken Silent Automatic carries on Timken tradition in every installation.

PLENTY OF HOT WATER AND SAVINGS OF 50% TO 75% WITH TIMKEN HOT WATER HEATERS

You can actually SAVE 50% to 75% on your hot water fuel bills year after year, and enjoy an ABUNDANCE of hot water with a Timken Domestic Water Heater. No other automatic water heater is so economical to operate . . . Timken literally pays for itself in savings! And only Timken offers all these advanced features—Timken's economical Wall-Flame Burner - - LIVE HEAT - - unit construction - - heavy insulation - - large capacity - - and completely automatic controls. Burns low cost fuel oil and is far cheaper to operate than other automatic water heaters. Start saving on your hot water fuel bills NOW.



TWO BEAUTIFUL MODELS

TIMKEN MODEL 50-B is used with a separate water storage tank.
TIMKEN MODEL 40-A has a built-in 40 gallon storage tank.

Model 50-B Model 40-A

TIMKEN AIR CONDITIONING UNITS

SPECIFICATIONS AND PERFORMANCE DATA

Fired with wallflame oil burner Fired with pressure oil burner	FAR-150 FAP-150		FAR-180 FAP-180		FAR-210 FAP-210		FAR-240 FAP-240		FCR-110	
	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.	Min.	Max.
B.T.U. Capacity at Plenum	120,000	150,000	144,000	180,000	168,000	210,000	192,000	240,000	62,000	110,000
Delivery, Cu. Ft. Air per min.	1,000	1,600	1,600	2,600	1,800	3,400	2,000	3,700	600	1,200*
Blower, R.P.M.	415	495	434	500	420	496	433	471	550	580*
Blower Motor H.P.	¼	¼	⅓	⅓	½	½	¾	¾	¼	¼
Oil Rate, FAR, lbs. per hr.	7.5	9.4	9.0	11.3	10.5	13.1	12.0	15.0	4.0	7.0
Oil Rate, FAP, gals. per hr.	1.12	1.4	1.36	1.7	1.6	2.0	1.84	2.3		
Ignition—										
Wallflame Models	Twin Electric Intermittent		Twin Electric Intermittent		Twin Electric Intermittent		Twin Electric Intermittent		Electric Constant	
Pressure Type Models	Electric Constant		Electric Constant		Electric Constant		Electric Constant			
Burner Motor Horsepower—										
Wallflame Models	1/20		1/20		1/20		1/20		1/60	
Pressure Type Models	1/6		1/6		1/6		1/6			
Number of Filters	4		4		6		6		1	
Size of Filters	16 x 25		16 x 25		20 x 20		20 x 20		20 x 25	
Chimney Cross Section, In.	9 x 9		9 x 9		9 x 12		9 x 12		8 x 8	
Chimney Height, Ft.	30		30		35		35		30	
Length, In.	87⅛		87⅛		100⅞		100⅞		66	
Height, In.	57½		57½		61		61		55	
Width, In.	43⅝		43⅝		48⅛		48⅛		29½	

* FCR-110X equipped with larger blower. 800 Min.—1400 Max., C. F. M., Blower R. P. M. 506 Min.—528 Max.

COOLING

Cooling equipment available in complete range of sizes from 2 H.P. to 7.5 H.P. compressor capacity. Specifications and performance data for specific installations are supplied by the Timken Silent Automatic Air Conditioning Department after examination of plans and operating requirements. TSA cooling equipment is installed only in connection with complete oilfurnace installations.

ENGINEERING *and* PLAN SERVICE

As an additional service to home builders, architects and contractors, Timken Silent Automatic Dealers and Factory Branches provide engineering service for preparing recommendations and specifications for selecting and locating equipment, laying out duct-work and over-all planning of complete heating and air conditioning systems. This service is available without extra charge.

NEW ENGLAND FACTORY BRANCH

110 Cummington Street

Telephone - Commonwealth 5300

Boston, Massachusetts

OPEN EVENINGS UNTIL 9:00

TIMKEN SILENT AUTOMATIC DIVISION

The Timken-Detroit Axle Company

DETROIT, MICHIGAN

TIMKEN SILENT AUTOMATIC OF CANADA, LIMITED
WALKERVILLE, ONTARIO

OIL BURNERS OILBOILERS AIR CONDITIONING OILFURNACES OIL-BURNING WATER HEATERS

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TRUSCON
Steel
PRODUCTS
for the
HOMEBUILDER
TRUSCON STEEL COMPANY · Youngstown, Ohio.

A national organization To serve you

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Seattle, Wash., 907 Lloyd Bldg.
Syracuse, N. Y., 642 Empire Bldg.
Toledo, Ohio, 220 Richardson Bldg.
Tulsa, Okla., 1400 So. Boston
Washington, D. C., 700 Investment Bldg.
Waterbury, Conn., East Aurora St.

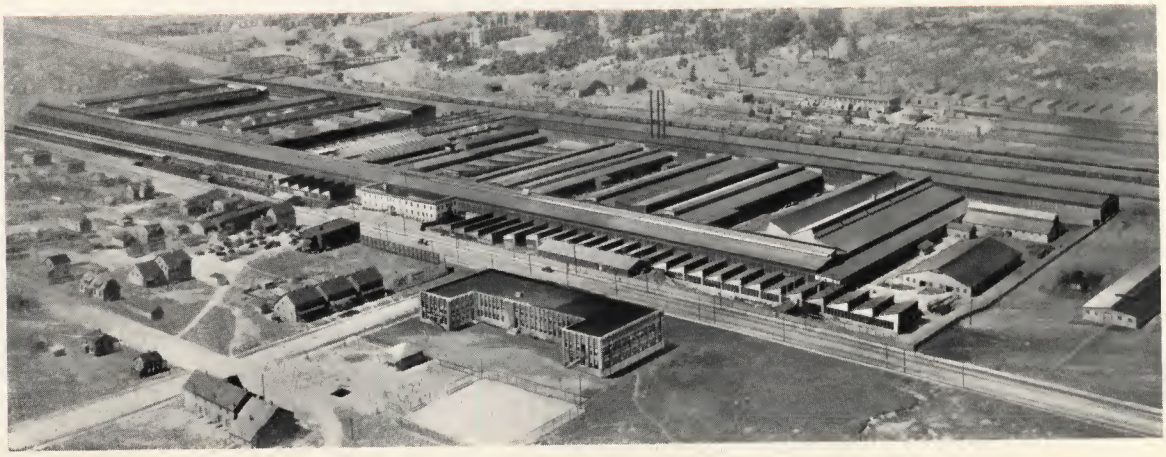
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PRESSED STEEL DIVISION, CLEVELAND, OHIO
TRUSCON STEEL COMPANY OF CANADA, Limited, WALKERVILLE, ONT.

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TRUSCON STEEL COMPANY

YOUNGSTOWN, OHIO



TRUSCON

products for the homebuilder

TO MAKE YOUR HOME MORE PERMANENT • BEAUTIFUL • LIVABLE

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Reprint, in color, of cover illustration suitable for framing will be sent upon request. Use post card on page 24 of this Truscon catalog.

Getting READY TO Live



MAKING SURE THAT THE HOME WILL PLAY A REAL PART IN Living

A GREAT philosopher once said that in its truest interpretation, a home was a "factory for living." A factory in which we manufacture a fuller life. In which we mold the future of our children. A place in which, as the years roll by, we view the procession of our life's ambitions and within whose sheltering walls we receive at last our reward for the things we have devoted a lifetime to accomplish.

It may be of gleaming marble . . . of humble fieldstone, but of whatever construction, into it is built something of the character of those who occupy it. Its halls will ring with peals of childish laughter—they will echo the muffled tread of those who walk in sorrow. The longest days will merge into the shortest years for those who dwell within it—for it is home.

YOU GET OUT OF YOUR HOME WHATEVER YOU PUT INTO IT

Building a home today is a great and pleasurable adventure. *Great* because you have every advantage of modern and practical design and *pleasurable* because you are offered building materials which represent the last word in efficiency and dependability. But, as with every great adventure, there are pitfalls to engulf the unwary traveler. He must effect a proper balance between his desire for those visible evidences of good planning and convenience and those highly important ones which are hidden to the eye. In this latter respect, your architect and builder can steer you clear of the shoals that have wrecked the plans of thousands who were unfortunate enough to be unaware of their presence.



WILL YOUR HOME LIVE AS LONG AS THE LOAN?

"Yes" answers Truscon, but long term financing demands long lasting construction. Truscon products of rust and corrosion resisting steel fit into this situation like a hand in a glove. Truscon steel joists, metal lath, and other structural and reinforcing products insure long life and marketable value to any home. Truscon steel casements . . . available in many styles and sizes . . . combine beauty, durability, easy operation and economy. These and many more Truscon products of steel safe-guard houses from fire hazards, termites and the other forms of vermin, high maintenance and repair costs, and premature obsolescence. Make this book your unerring guide to building products and building construction that not only successfully defy the ravages of time and the elements, but go far to assure you that your new home will *outlive the loan.*

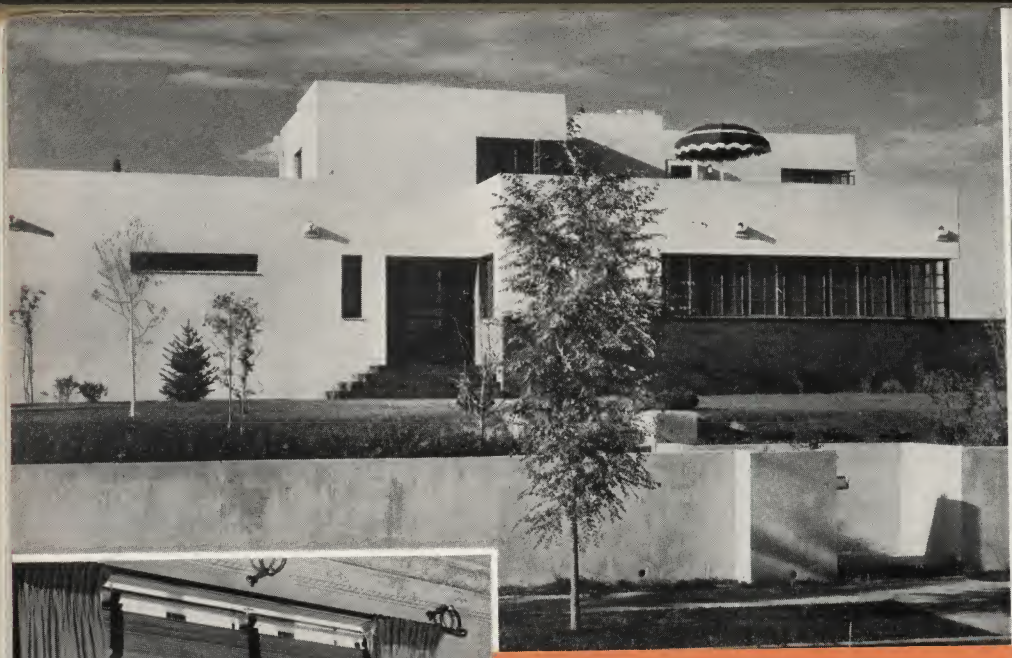
TRUSCON—A NAME YOU CAN TRUST!

Of all the names common to the building industry none shines more brightly in the light of national recognition and public acceptance than that of Truscon Steel Company. For over 30 years every factor identified with good building has depended upon Truscon to engineer, manufacture and distribute quality products of steel for every phase of construction.

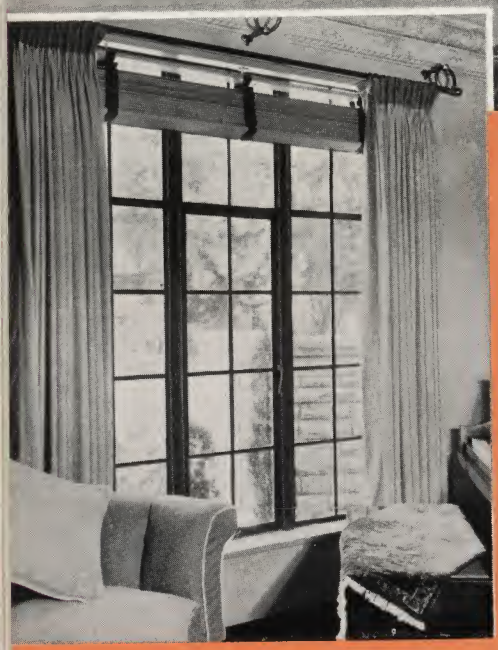
The wide scope of Truscon steel building products includes many items indicated for home construction. Nowhere else can you obtain such a complete line of steel building products for your new home.

Your architect, contractor, builder and dealer know the value of "products by Truscon". Take their advice and build with the confidence and satisfaction arising out of the knowledge that into your home you have built a solid and substantial backbone of rust and corrosion resisting steel products bearing the time tested and proved name of Truscon.

ARCHITECTS, BUILDERS AND CONTRACTORS HAVE USED TRUSCON PRODUCTS FOR OVER 30 YEARS.







TRUSCON RESIDENCE STEEL CASEMENTS







TRUSCON RESIDENTIAL DOUBLE-HUNG STEEL WINDOWS

PLANNING YOUR WINDOWS

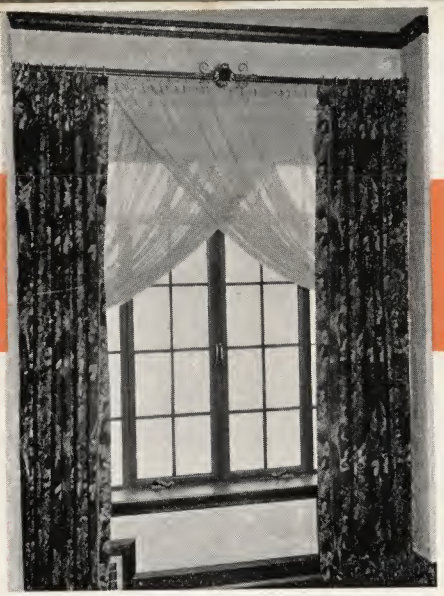


DESIGN, ARRANGEMENT AND SIMPLE RULES FOR AVOIDING DISAPPOINTMENTS

INTERIOR EFFECTS- Windows either add to or detract from the pleasure of your home. Therefore, in choosing them you assume a serious responsibility. Truscon has taken much of that load off your shoulders by placing at your disposal the most complete line of steel windows available anywhere. Whatever the exterior design of your home, Truscon has a type of window that meets every architectural design and structural requirement. The best rule you can follow is to follow the Truscon guide—just "Specify Truscon", and let your architect, contractor or builder do the rest.

To men and women who take more than ordinary pride in their homes, Truscon has a message of more than ordinary importance. Out of the myriad details that confront the home-builder, one stands out in sharpest outline—"to what extent will the windows contribute to the desired interior effect?" Elsewhere in this brochure are discussed the many and varied advantages arising through your choice of "Windows By Truscon" but suffice it to relate here that interior effects are a major concern of Truscon engineers. Clean, crisp design, faultless operation, a minimum of maintenance and the happy faculty of blending well with any scheme of interior decoration are the foremost reasons why thousands of home builders have insisted upon "Casements or Double-Hung Windows by Truscon". All these advantages may be yours. Why not have them?





Truscon Casements do not interfere with arrangement of draperies and curtains

THE ADVANTAGES . . . OF TRUSCON CASEMENTS ARE MANY AND VARIED

MORE AND BETTER LIGHT

The windows in your home either add to or detract from the appearance. Steel Casements, due to their flexibility in design and arrangement, add a welcoming charm that is irresistible. Their wide swinging vents, their many separate glass panels, seem to invite you to stop and see the beauty that lies within. Their slender and graceful lines offer practically no barrier to light. They let the glorious sunshine and great outdoors in. Steel Casements harmonize with all styles of architecture and are rapidly becoming the "eyes" of new homes everywhere.

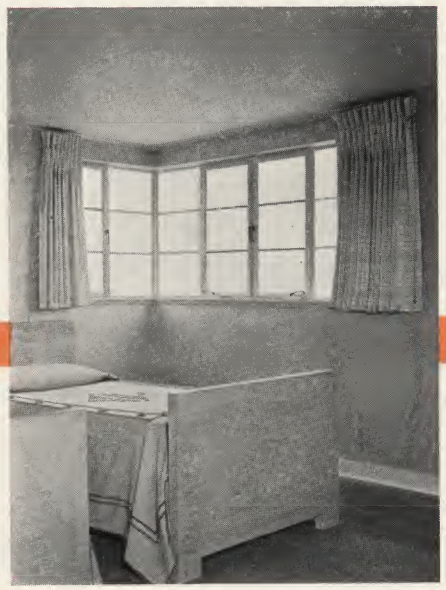
MORE USABLE WALL SPACE

Modern room styling has changed many previously favored decorative practices. Relegated to the limbo of a forgotten day is the bulky, unwieldy, unsightly framing around windows. Supplementing it is the neat, inconspicuous treatment now demanded by America's vast army of home-builders. Net result of this is more usable wall space—greater flexibility of wall treatment and increased opportunity for interior decoration.

EFFICIENT VENTILATION

With casement windows, any desired amount of ventilation is at your finger tips. Casements can be adjusted to catch a breeze blowing parallel to the window and deflect it into the room, or they may be swung wide to provide 100% ventilation. *Screens are attached to the inside of all Truscon casements.* Casements are easy to operate; note illustrations at the bottom of page 7. The first illustrates the simplicity of operation with under-screen operators; the second illustrates the operation when wicket screens are used; the third illustrates the most convenient method of washing the outside glass. All Truscon casements are fully equipped with extension hinges which give sufficient space between the ventilator and frame so that every outside pane can be washed quickly and easily from inside the room. This is of particular advantage when the casements are on the second or third floor of your home.

Truscon Casements with vertical muntins omitted



IN STEP WITH MODERN TREND

In homes of certain styles of architecture, accentuated horizontal lines are necessary to complete the scheme of harmony and beauty. For designs of this type Truscon casements are furnished with vertical muntins omitted. This feature not only gives larger glass lights but effects considerable savings in glazing costs. Hardware and screens are identical to those of the other casements described herein.

THESE beautiful steel casements are immune to the ravages of time and weather. As long as the home lasts they impart that pleasing atmosphere and distinctive touch which have made these windows preferred by home-builders everywhere.

you will want these ADVANTAGES IN YOUR NEW HOME



IN THE greater majority of cases, the expenditure for a new home represents the family's major financial enterprise. Again; the new home is often the most important topic for conversation in those most intimate discussions of the family council for months and even years prior to the time when construction is actually begun.

Truscon caters to every desire of the home-builder—products where visual appeal pleases the most discriminating eye, and include those elements of good construction which even though concealed, provide the background for unlimited decorative possibilities. No longer is it necessary for any prospective home-builder to gamble on the outcome of his building operation. That was taken care of long ago—in the early days of Truscon's existence, when it was determined that the name "Truscon" would never be given to any product that was not the leader in its particular line.

TRUSCON CASEMENTS ARE EASY TO OPEN AND SHUT



AND MAY BE CLEANED FROM THE INSIDE





TRUSCON CASEMENTS ARE IDEAL

GONE, and thankfully so, are the days when the parlor (horse-hair sofa and all) was the one room in all the house where extra effort was expended for furnishing and decoration. But such decoration and furnishing! Cold, austere, formal and unfriendly. Today, every room in the house enjoys equal appreciation, with equal thought placed on giving it individual appeal.

Illustrated on this and the opposite page is a home where Truscon casement windows were specified and used *in every room.* Note particularly the beautiful "picture window" in the living room. The merest glance demonstrates the warmth and yet the utter dignity of this room. It is truly a *living* room.

Note the kitchen, the dining room, the bed room. Each beautified by Truscon casements. In warm weather they may be opened wide to catch every vagrant breeze and divert it into the room. In cold or inclement weather, they may be closed snug and tight. Flies and other insects are barred. The strong and sturdy Truscon screens are installed *on the inside.* They do not interfere with opening or closing the window and may be taken off or replaced in a jiffy. Truscon storm windows add insulation value and prevent excessive condensation and ice film.

Then there is the sun room. A room for the entire family. When desired, it may be thrown completely open—windows opened wide to allow sunlight and ventilation to pour in. The den or library is another important room to be considered. Old books, a pipe, the lazy curl of tobacco smoke and the crackle of a fire on the hearth. And, as a fitting background for whatever your choice of interior decoration might be, the comfortable, ageless design of your casements *by Truscon.*

The amusement or recreation room? The place where decorations always reflect a bit of swank? Where the gleam of copper mugs on the rack vies with the sparkle of glass in the cabinet? There's another room where casements by Truscon add importantly to the entire scheme of decoration.

And so it is throughout the home. No room is complete without windows—and a reliable guide to follow is to "*always specify Casements by Truscon.*"





FOR EVERY ROOM IN THE HOME • • • • •









CONVENIENT TRUSCON SCREENS assure easy operation of casements

SCREENS AND TEMPRYTE INSULATING WINDOWS

TRUSCON Casements are furnished with one of two styles of screens when desired. These screens have been designed especially for use with Truscon Steel Casements and are in complete harmony with their slender and graceful lines.

Fixed Screens: The fixed type of screen is for casements equipped with underscreen operators in which case it is not necessary to open the screen to operate the window. This screen is attached to the window with spring latch and clips and is easily removed. Clips and latches are small and inconspicuous and do not mar the appearance of the window. Screen frame is of tubular steel construction. Cloth is solid bronze.

Wicket Screens: This type of screen is fixed and was developed for use with those casements equipped with standard locking handles and where side hinged screens are not desirable. The small wicket allows sufficient room for the hand and arm to operate the ventilator. The sliding wicket does not interfere with any style of draperies. Wicket responds to finger tip control.

Tempryte Insulating Windows: Truscon Tempryte Windows reduce heat loss through the glass and thus save fuel during cold weather and reduce power consumption for air conditioning cooling plants during warm weather. Attached to the inside of the casement, Tempryte Windows are shipped glazed with Double Strength "A" quality glass and with all necessary attachments. Tempryte Windows can be used only with Casements equipped with underscreen hardware.



Casement with Fixed Screen and Worm Drive Operator



Casement with Wicket Screen



Tempryte Insulating Window

CASEMENT HARDWARE
That Reflects the Modern Trend

Hardware for Truscon Casements is artistic and beautiful and is thoroughly practical. It is designed by experts to harmonize with any and all styles of home decorations. Hardware for Truscon Casements is furnished in the following styles.

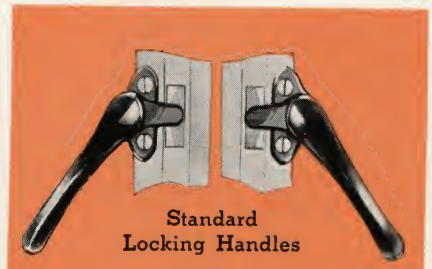
Standard Locking Handles: Used on casements not having underscreen operators. The wicket screen is used with this casement. Furnished in black lacquer finish over cast metal. Also available in medium statuary finish, solid bronze.

Worm Drive Underscreen Operator: The casement is easily and quickly opened or closed by turning the crank. The worm and gear arrangement holds the window in any desired position. A fixed screen is used with this operator. Design and finish is in complete conformity with locking handles. The arm is cadmium-plated steel and the channel guide on the ventilator is solid bronze. Also available in medium statuary finish, solid bronze.

Screen Type Locking Handles: Used on Casements having underscreen operators. They lock the window without moving the screen. Furnished in bronze lacquer finish over forged metal base. Also available in medium statuary finish, solid bronze.

CASEMENT DOORS
Add a Definite Note of Beauty and Charm to Any Home

Many pleasing combinations of Truscon Casement Doors with side lights and transoms are available for court or solarium openings or as interior French doors. This type of casement door is not recommended as a main entrance door. Standard hardware includes bronze top and bottom bolts, and mortise lock with bronze handles and thumb turn. This arrangement permits the door to be locked from the inside only. When it is desired to have a door that can be locked by key from either side, cylinders for the mortise lock can be furnished.



Standard Locking Handles



Worm Drive Operator



Screen Type Locking Handles



Casement Doors





Tradition .. plus

RETAINING INHERENT BEAUTY OF DESIGN AND INCLUDING LATEST FEATURES OF CONSTRUCTION, OPERATION AND DURABILITY.

The new Truscon residential double-hung steel window incorporates many special features not found in other windows of similar type or function. Of major importance is the fact that the sash members are of tubular construction. This adds greatly to the strength, durability and finished appearance of the window. Weights and cords are absent from this window. Operation is controlled by spring balances equipped with tapes of Enduro stainless steel. Quiet, positive action and long trouble-free life are assured.

Each window is completely factory weather-stripped with spring bronze. Careful and efficient workmanship in this phase of final assembly contributes largely to greater comfort in homes where these windows are installed. Due to the type of weather-stripping used, loose, leaky and rattling windows are avoided. Window maintenance is lessened accordingly.

Screening is easily and attractively accomplished through the inclusion of a rebate on the exterior of the window frame, which permits flush installation of screens and Tempryte Insulating windows. One-half of the window may be screened, or the screen may cover the entire window.

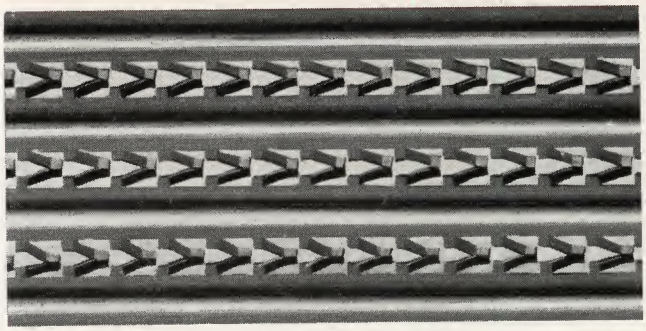
Keeping pace with the latest and most beneficial assets to home comfort, Truscon offers a quality insulating window known as the Truscon Tempryte insulating window. In air conditioned homes, Tempryte windows may be used throughout the entire year. If natural ventilation during clement weather is desired, Tempryte windows are easily stored while screens are in place.

Truscon residential double-hung windows are rust-resistant due to the Bonderizing process through which they pass at the factory. This process, used widely by automobile and home appliance manufacturers, was installed by Truscon Steel Company to produce an even finer paint finish on window and other products and offer greater resistance to the formation and progress of rust. Tests have demonstrated that following Bonderizing as practiced by Truscon, the baked-on priming coat of paint lasts from three to five times longer.

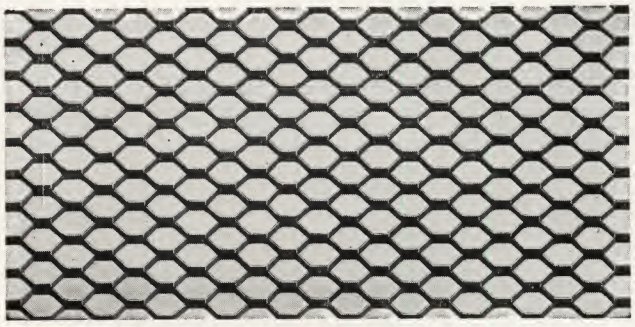
So that the fine finish on these windows might not become damaged in shipment or storage, Truscon packages them in heavy box-board cartons. Users are assured that windows delivered to the job are in good condition and ready for immediate installation. Should delay occur, the carton protects the contents from the elements or if stored inside the building, from mortar, plaster or other substances dropped during course of construction. Of special interest is the fact that the Truscon residential double-hung window (Series 138) is shipped completely assembled ready for immediate installation in the opening.

Four window types in 24 sizes cover all requirements from clear pane upper and lower sash to many standard arrangements of vertical or horizontal muntin bars. Thus this new Truscon window lends itself to any type of architectural design. The trim, narrow sight lines emphasize the beauty of design that sets this product apart from all others. Another important advantage is also gained. Due to the narrow sections, this window permits a considerably greater amount of natural daylight to pass through, which defeats one of the traditional handicaps of double-hung windows.

These Laths Offer . . PROTECTION



"A" METAL LATH



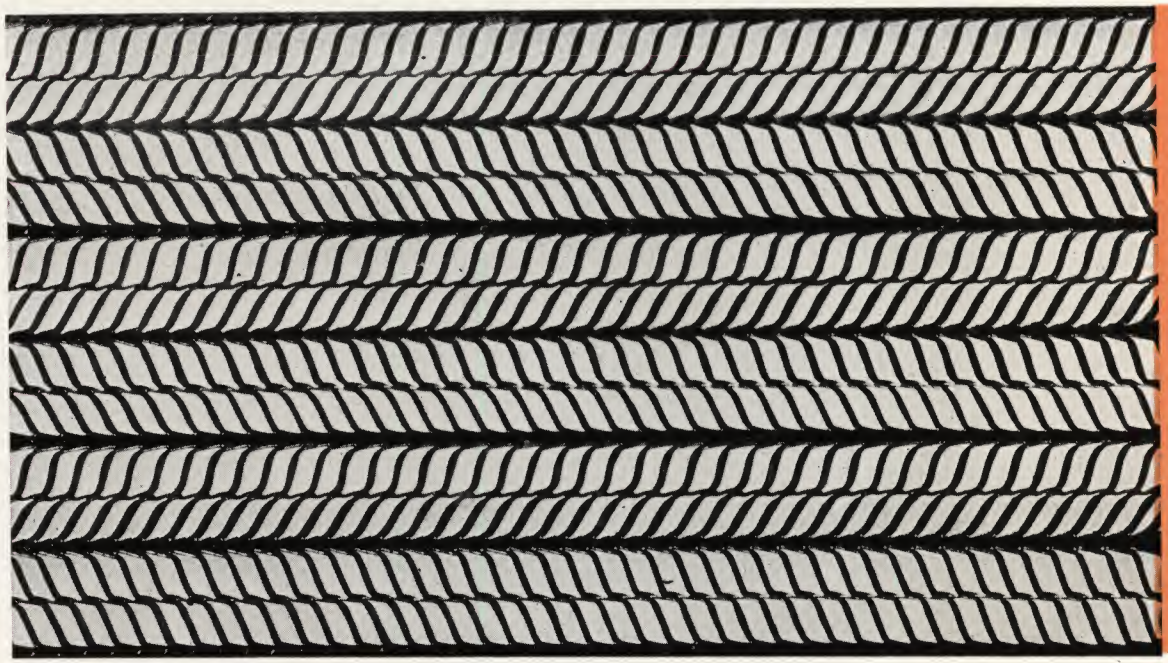
SMALL MESH DIAMOND LATH

INTERIOR WALLS AND CEILINGS:
Herringbone Doublemesh; "A" Metal Lath; Insulmesh; Plasterbord and Diamond Laths: each of these types has its own particular economies and its own use, depending upon the type of construction.

FOR STEEL JOIST FLOORS:
3/8" Diamond Rib Lath and 3/4" Hy-Rib: these laths are recommended as a base for plaster under steel joists and as a reinforcement for concrete slabs over steel joists.

FOR OUTSIDE STUCCO WALLS:
Stucco Steel and 3/8" Diamond Rib Lath: Stucco Steel for use over sheathing, a special type of nail is used which acts as a furring device and securely locks the lath to the sheathing. Where steel channel construction is used for exterior walls, 3/8" Diamond Rib Lath is especially recommended for either concrete or stucco.

CONCRETE WALLS AND PARTITIONS:
Trussit and Self-Sentering: Trussit is a specialized product designed especially for the purpose of reinforcing concrete. Self-Sentering serves as a combined steel lath and studding for walls and partitions.



HERRINGBONE DOUBLEMESH

USE TRUSCON METAL LATHS

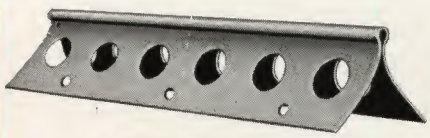


Will your plaster walls and ceilings live as long as the house? Be sure to ask yourself that question before building. And remember that walls form approximately 80% of the visible surface of your home. They are the background for beautiful furnishings, draperies and pictures. Give walls the ability to protect the beauty of your home. Use a Truscon metal lath as the base for plaster. Give walls and ceilings a "backbone of steel."

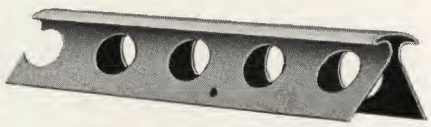
Samples of metal lath that have been in walls for over twenty-five years, during which time they have been exposed to salt air, have proved to be in as good condition as they were on the day they were installed. Earthquakes and devastating fires have shown that metal lath stands up where other bases have failed. As for adaptability it is the only material which can be formed economically to make arches, coves, plaster fireplaces and curved walls.

CORNER BEADS

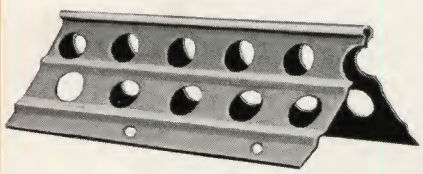
Corner beads of various sizes and styles are used on outside corners of all metal lath construction to protect against cracks by distributing strains over a greater area. In addition to corner beads, Truscon "Cornerite" is used to reinforce all inside corners. Other accessories to metal lath construction include steel base screeds and picture molding.



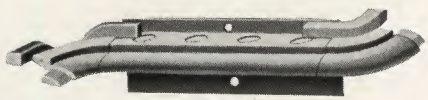
RIB STEEL CORNER BEAD



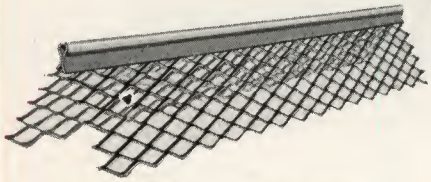
BULL NOSE CORNER BEAD



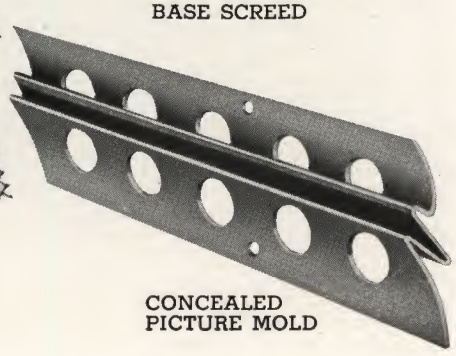
WIDE FLANGE CORNER BEAD



BASE SCREED



EXPANDED CORNER BEAD



CONCEALED PICTURE MOLD

MAKE YOUR HOME A SAFER PLACE TO LIVE IN

Truscon Open Truss Steel Joists used throughout this 35 story skyscraper. The same advantages of fire-safety, permanence and strength are now available for every new home.



THE GRANT BUILDING, PITTSBURGH, PA.

You accept, as a matter of course, the fact that the schools your children attend are of fire-proof construction. You depend upon fire-proof hotels, office buildings and shops for safeguarding your person and your valuables. Will you provide such protection for the loved ones in your home?

Truscon Open Truss Steel Joists have been used for years in buildings where the architects have made careful studies of efficiencies and costs and where fire-proof construction was required. Although developed originally for these larger sized buildings, steel joists offer so many advantages for residential work, including simplicity and economy, that they are preferred even for moderately priced homes.



CONSIDER THESE BASIC ADVANTAGES OF TRUSCON STEEL JOIST FLOOR SYSTEM

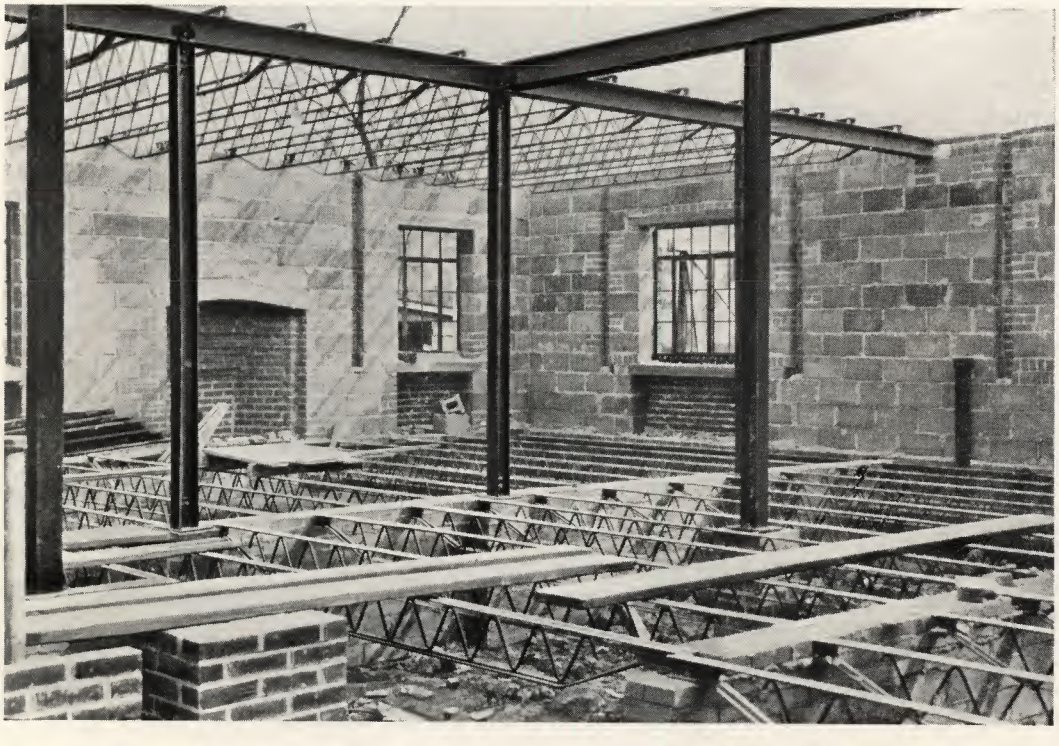
Fire Safety: The frequent occurrence of fire at the first floor line of homes directs attention to this as one of the fundamental points where fire safety in construction can be expected to avert many losses. It is most natural that for complete fire safety a combination of steel and concrete suggests itself as the best solution. This is exactly what is obtained in steel joist construction and is accomplished without losing any of the home-like appearance of wood finished floors. After the steel joists have been properly placed, metal lath attached, and before pouring the concrete, wood nailing strips are attached to the joists so that, after concrete is poured, the finished floor of wood is nailed easily to these strips.

Sag-Proof Floors: Joists of steel are practically free from expansion and contraction due to climatic changes. Floors remain level, rigid and secure with this type of construction. Sags, squeaks, or openings are unknown in the homes where Truscon Open Truss Joists have been used.

Vermin Proof: Termites and other vermin are the scourge of building. Feared and dreaded by today's builders, every precaution to guard against their onslaught is being taken. Termites work unseen and unheard. The first intimation you have of their occupancy is a weak and crumbling wood floor. Protect the structural members of your home against this premature obsolescence. Use the certain safeguard—steel.

Greater Strength: Manufactured from steel with top and bottom flange of wide tee shaped members and these members connected by a continuous bent web member by means of high pressure electric automatic welding to form a woven truss, Truscon Open Truss Joists give you the strongest support for your floors.

Soundproofness: The extreme rigidity of open truss steel joist construction prevents vibration of the entire floor as a unit. Dead air space between the joists, provides maximum soundproofness.



Typical Residence Construction with Truscon Open Truss Steel Joists and Truscon Steel Casements

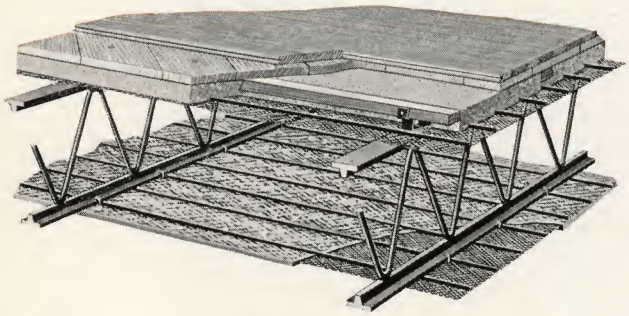


PROVIDES SAVINGS IN MANY WAYS

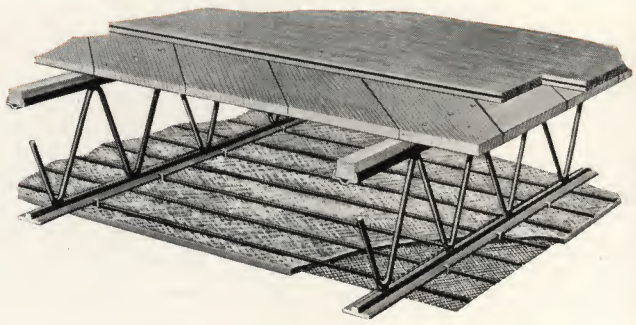
Truscon Open Truss Steel Joists provide another feature which means additional savings in final construction costs. The open webs of Truscon joists provide sufficient space for the installation of all water and soil pipes and electrical conduit in any desired direction. This results in lowered costs on the plumbing, electrical and plastering work and in addition provides for more headroom and a neater basement ceiling.

PROMOTES GREATER BUILDING ECONOMIES

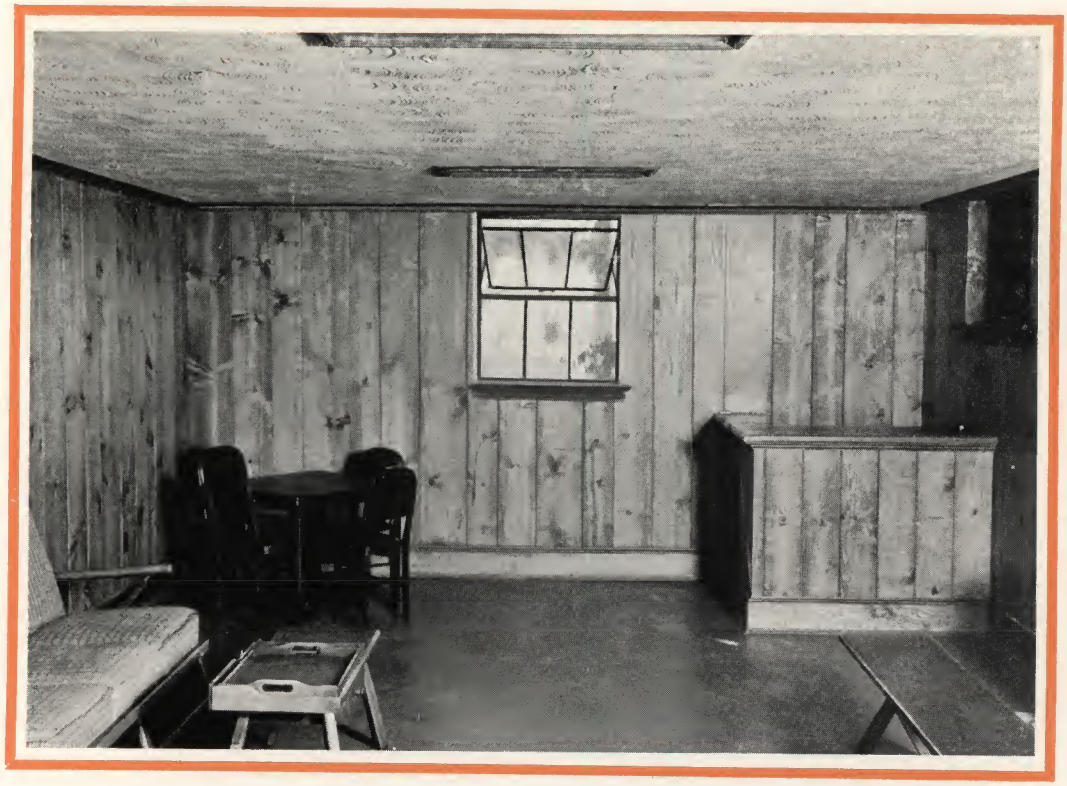
There are many advantages to be derived from the inclusion of Truscon Open Truss Steel Joists in the specifications for your new home. A very important one is *economy*. The cost of the joists is but slightly more than for wood. Faster installation and no waste material more than offset the additional investment. Add to this a sense of greater security and protection, squeak and sag-proof floors, permanent construction, no repair bills and you have a home that years from now will still be as secure and comfortable as the day it was completed.



Open Truss Steel Joist Construction



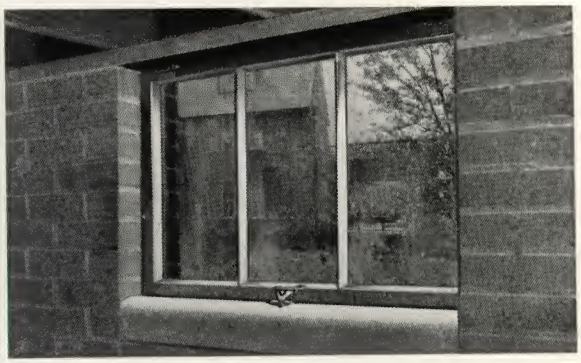
Open Truss Nailer Joist Construction



THE TRUSCON UTILITY STEEL WINDOW

In today's home yesterday's basement is an almost forgotten unit of space. Formerly dark and forbidding, it is now light and cheerful. Instead of clutter and disorder there is now attractiveness and utility of space. Playroom, recreation room, laundry or furnace room, each is given equal thought and planning. Such places require sufficient light and ventilation, and Truscon manufactures a window that is ideal for the purpose. It is the Truscon Utility Steel Window. Because of its narrow steel members, light area is maximum and the outward projecting ventilator allows adequate ventilation without interference with curtains, draperies or screening. The ventilator, when open, forms a canopy permitting ventilation even during rainy weather. A sliding friction shoe holds the ventilator in any open position without the inconvenience of chains or peg stops. The outside of the glass may be washed easily from inside the building. This window is also highly recommended for use where maximum daylight and ventilation are desirable.

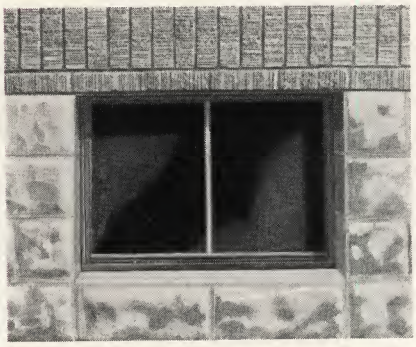
Double the Daylight IN YOUR BASEMENT WITH TRUSCON STEEL BASEMENT WINDOWS



Few people realize the considerable expense involved in excavating and building a basement. Yet until the present day, it has been the least used part of the home. With present day efficiency in building and improvements in construction the basement has been transformed into an essential and active part of the home.

Truscon Steel Basement Windows practically double the daylight in basements. The strong steel frame and slender muntin bars obstruct the very minimum of daylight and turn the basement into a bright and cheerful room which can be subdivided into play room, laundry, den, shop, etc.

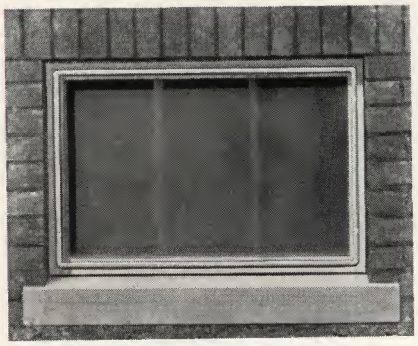
Truscon Steel Basement Windows come in six standard sizes; never stick, leak or need repairs. They are either top or bottom hinged as desired.



Concrete Block

EASILY INSTALLED AND GLAZED

Truscon Steel Basement Windows are always neat and trim looking. They are so constructed that they can be easily installed in any type of foundation—brick, stone or concrete. Glazing is accomplished in the ordinary way. Steel window putty is recommended as ordinary putty will not adhere satisfactorily to steel. Putty also provides proper weathering and eliminates rattling.



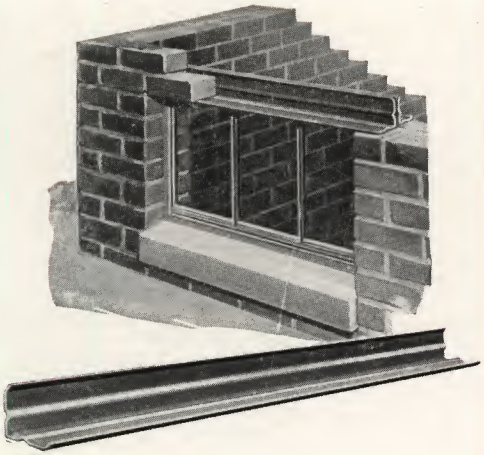
Easily and Economically Screened

ECONOMICALLY SCREENED

Screening is simple. Four holes are provided in the face of each basement window frame for bolting the screen frame securely in place. If desired, standard steel frames with bronze cloth screen are furnished with the basement window at small additional cost. In case of accidental damage to the screen cloth it can be easily replaced.

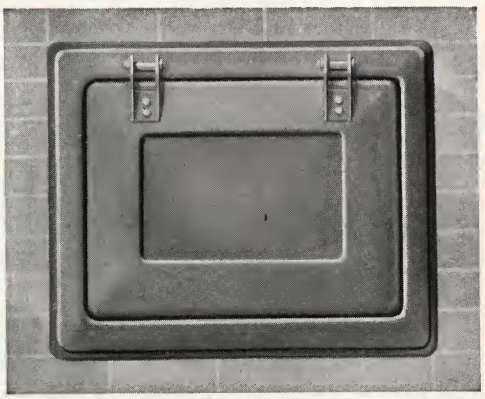
FORMED STEEL LINTELS

In brick veneer walls or solid walls, over steel doors and windows, in plain openings and flat archways or with ordinary wood windows and doors, Truscon Formed Steel Lintels are economical and offer great strength. The horizontal ribs and turned edges provide a proper bed for the brick and mortar. They are furnished in standard sizes for openings from 1′-4″ to 6′-4″.



STEEL COAL CHUTES

Truscon's Steel Coal Chutes are strong, serviceable and economical. They are made entirely of heavy, rust-resisting, copper-bearing, pressed steel and are break-proof and weatherproof. They are a positive barrier against prowlers. Their neat, trim appearance adds considerably to the attractiveness of the exterior of the home and the sturdy door which closes into a deep recess in the frame excludes drafts, rain or snow.

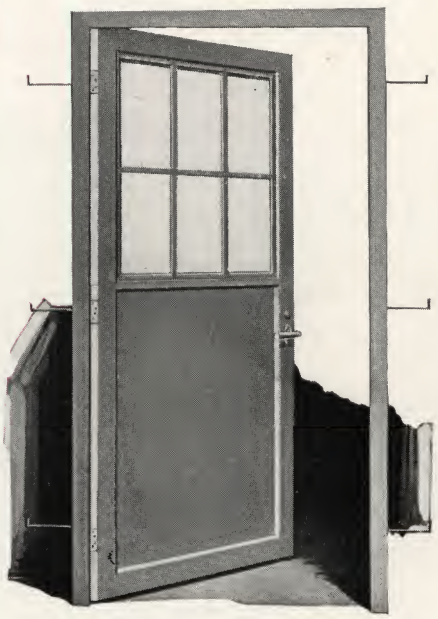


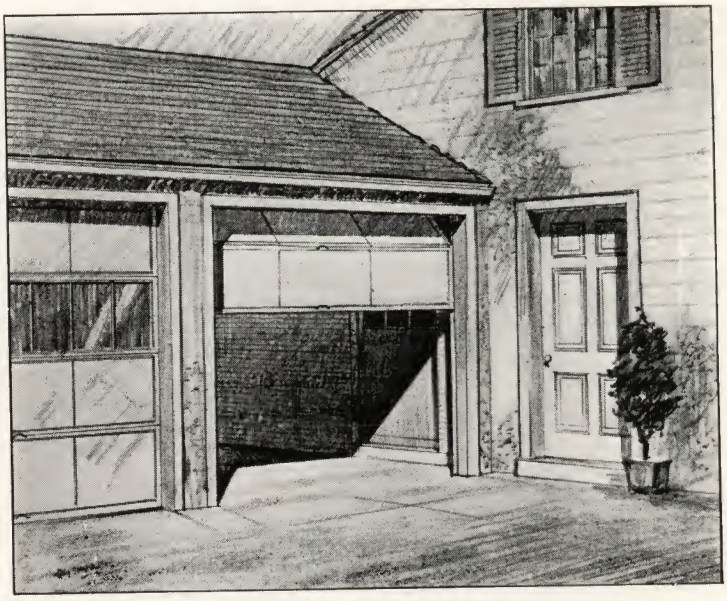
SERVICE STEEL DOORS

Truscon Service Steel Doors are well adapted for hard and constant usage in the basement or as an auxiliary garage entrance door. Manufactured from steel, they are permanent, will not sag or warp and are fire-resistant.

These doors are available with sash lights at the top, as illustrated, or with solid steel panels. The doors can be supplied to swing on hinges or slide on an overhead trolley.

The satisfactory performance of these functions, which are expected of a utility door under ideal operating conditions, is the standard of service consistently rendered by Truscon doors under extreme as well as ordinary circumstances.

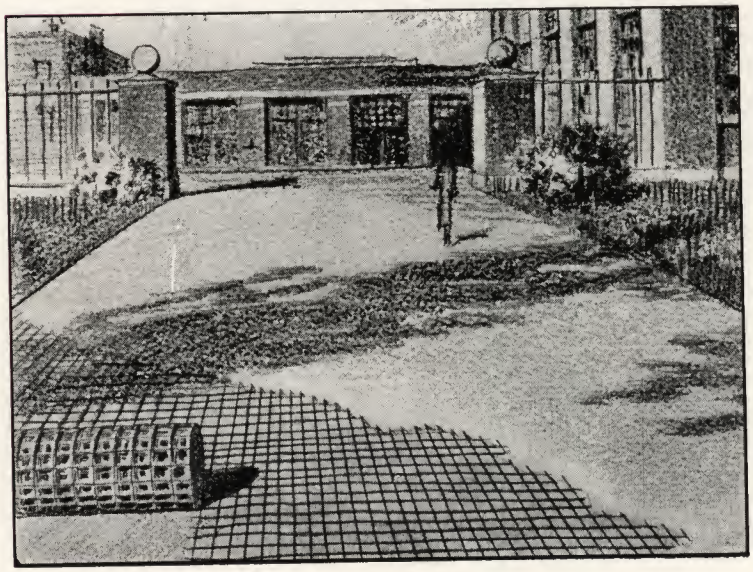




ENJOY THE CONVENIENCE OF THE FIRE-PROOF SPACE-SAVING

TRUSCON STEEL OVERDOOR

Your garage should be of the same high standard of construction as your home; neat, efficient, permanent and fire-safe. The entrance door for your car is the most frequently used and consequently should be of strong and durable construction. The Truscon Steel Overdoor for garages is the answer to this problem. Manufactured from steel, it will not absorb water and thus change weight. Therefore, more perfect balancing is provided and easier operation is assured. Steel overdoors give economy of space, protection from the elements and will not stick or sag and are fire-resistant. All parts used in the construction of this door are of the highest quality, giving you years of smooth, gliding, effortless service.



THE MODERN STEEL REINFORCED CONCRETE DRIVEWAY AND GARAGE FLOOR

The floor of your garage and driveway should be of concrete construction. It is your aim to have a floor and driveway that will not be in need of constant repair. Reinforcing steel bars and welded steel fabric, properly installed before pouring the concrete, will strengthen concrete construction and guard against premature obsolescence and costly repairs.

Truscon Manufactures A Complete Line of Steel Building Products for Home Construction

Steel Windows

No. 138 Double-Hung Windows and Screens
Casements and Screens
Tempryte Insulating Windows
Basement Windows and Screens
Utility Windows
Formed Steel Lintels
Hot Rolled Lintels
Coal Chutes

Steel Doors

Casement Doors
Swing and Slide Service Doors
Garage Doors

Floor Constructions

"O-T" Open Truss Steel Joists
"O-T" Open Truss Nailer Joists
Duplex Bridging

Metal Lath for Walls and Ceilings

"A" Metal Lath
Herringbone Doublemesh Lath
Diamond Lath
Insulmesh
Diamond Rib Laths
Self-Sentering and Trussit
Corner Beads and Cornerite
Lath Accessories

For Concrete Reinforcing and Protection

Welded Steel Fabric
Round and Square Rib Bars
Edge Protectors

TRUSCON OFFERS

fullest cooperation and will send you any one or all of the following individual product catalogs:

TRUSCON RESIDENCE CASEMENTS

TRUSCON RESIDENTIAL DOUBLE-HUNG WINDOWS

TRUSCON METAL LATH PRODUCTS

TRUSCON "OPEN-TRUSS" STEEL JOISTS

TRUSCON BASEMENT WINDOWS

Each of these profusely illustrated catalogs contains complete details.

You may refer them to your
ARCHITECT—CONTRACTOR—BUILDER

WRITE TODAY

to nearest Truscon sales office. See list on inside front cover, or mail direct to Truscon Steel Co., Youngstown, Ohio

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TRUSCON STEEL COMPANY
YOUNGSTOWN, OHIO

D-40—(Printed in U. S. A.)

Genuine HARDWOOD PANELING

At a Price You Can Afford

AMERICAN WALNUT

WHITE OAK

AFRICAN MAHOGANY

PLAIN GUM

KNOTTY WESTERN CEDAR

KNOTTY WHITE PINE



All pianos, the costliest radio cabinets and the finest furniture are built of plywood. The exquisite paneled installations at the new Mellon Art Gallery at Washington, D. C., the Astor and Manville yachts, the Union League Club and the Waldorf-Astoria Hotel in New York are all plywood. Plywood is SUPERIOR to wood because it is engineered lumber. That is why architects and designers specify plywood in their finest installations.

•

In **WELDBORD**, introduced to you in these pages, hardwood plywood, for the first time in history, becomes available for modestly priced and low-cost projects.

What is Plywood?

PLYWOOD is engineered lumber—the strongest known material, pound for pound. Available in large sheets and in many woods, it affords wide opportunities for decoration at nominal cost.

UNITED STATES PLYWOOD CORPORATION

EXECUTIVE OFFICES: 616 West 46th St., New York, N. Y.

BRANCH OFFICES AND WAREHOUSES: Baltimore • Boston • Brooklyn • Chicago • Cincinnati • Cleveland • Detroit
Los Angeles • Newark • New York • Philadelphia • Rochester • San Francisco • Seattle









The PLYWOOD WORLD

WELDBORD is "plywood" and plywood is real wood in its finest, most economical and most permanent form.

Whether or not you are aware of it, you live in a world of plywood. The cabinets of your grand piano and radio are plywood; the tops, fronts and side panels of your finest pieces of furniture are plywood; many of the durable games and toys with which your children play are plywood—Because men who KNOW wood, know that plywood is better than lumber wherever flat or curved surfaces are involved.

Plywood has structural advantages unique among building materials. It is the strongest known material, pound for pound. The large sheets in which it is supplied, cut down installation costs, effecting economies both in material and labor. No special skill or tools are required for installing WELDBORD. Any carpenter can do it.

Where WELDBORD is specified, full advantage can be taken of Dri-wall construction methods—so-called because wet, messy plastering with its added labor costs, propensity to crack, and delays for drying are eliminated from the building project. WELDBORD walls and ceilings are *built* without cracks and they *cannot* crack. Not only do they thus retain their original beauty but they also add greatly to the efficiency of insulation.

The permanency of WELDBORD-paneled rooms cannot be over-emphasized. Ordinary scuffing and the wear-and-tear of the daily household routine will not affect them. Their tremendous strength is a bulwark against even the more severe onslaughts of storms, earthquakes and that arch-enemy of all new homes—settling foundations. With very little care the original finish of WELDBORD may be retained for years, as wiping down with a dry cloth and light waxing is all that is required.

WELDBORD is a LOW-COST Material!

Gum WELDBORD (Blue Label) *retails* for approximately 7½c per sq. ft.

DeLuxe WELDBORD* (Oak, African Mahogany or Walnut faces) *retails* for approximately 17½c per sq. ft.

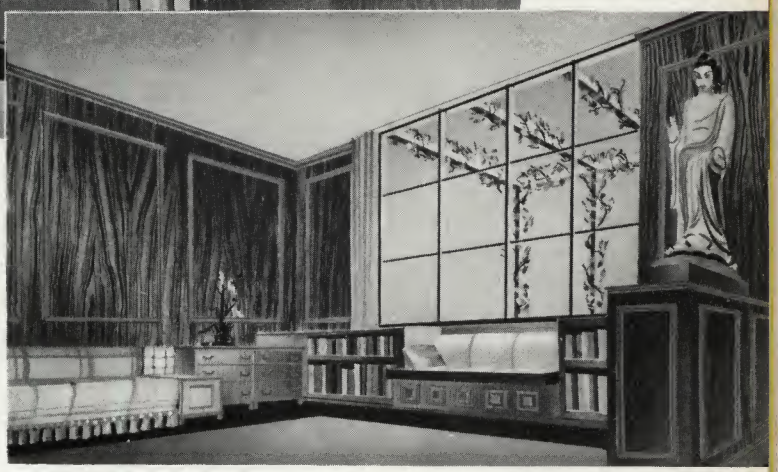
For Factory pre-finished WELDBORD add 5c per sq. ft.

*In plywood construction, or on Tempered Masonite, at the purchaser's option.



DeLuxe WELDBORD panels for this 12′ x 15′ living room cost less than

$60.00



The thought of wood paneled walls fascinates every prospective home owner, as wood paneling represents the acme of luxurious beauty in interior decoration.

Until a year ago, costs restricted wood paneling to the homes of the wealthy. Now, the advent of DeLuxe WELDBORD places paneled **walls** ***of*** **real wood** ***well within the range of price every home-builder can afford.***

DeLuxe WELDBORD panels are large (4′x8′x¼″) faced with Plain Oak, American Walnut or African Mahogany. They can be quickly installed by any carpenter either direct to the framing in a new house or over the plaster in an old one. For all their delicate beauty, they are sturdy, mar-resistant and durable, requiring little or no maintenance—a combination of beauty and economy that is irresistible!

From "Modern" to "Traditional"

The large WELDBORD panels described in this booklet lend themselves beautifully and economically to the "modern" interiors specially designed for "USP" by Leon Hyzen.

All of these sleek up-to-the-minute decorative schemes can be converted to typical "traditional" installations, at slight additional cost, by the application of mouldings in rectangular patterns in accordance with the designer's taste.

The illustrations above demonstrate this change graphically.

Are you sick of imitations? You well may be, for at last, that paneled living room, dining room, den, library or foyer you so admired — that GENUINE WALNUT, OAK or MAHOGANY room in the "mansion at the top of the hill"—is well within reach of your pocketbook.

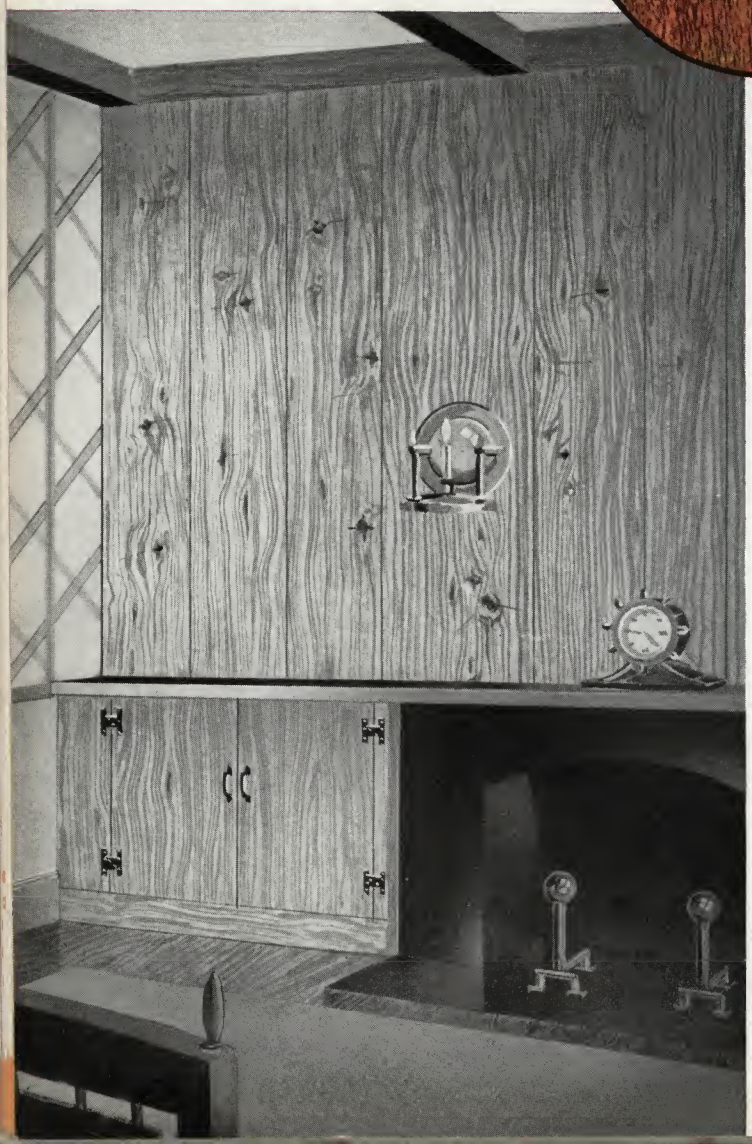
DeLuxe WELDBORD panels for this living room cost less than

$70.00





AFRICAN MAHOGANY



Even the lowest cost residence can afford *one* room paneled with DeLuxe WELDBORD. A word to your architect—and the room is yours!

The natural beauty of fine woods is unrivalled. The delicate traceries of figure and the decorous charm of wood-coloring combine perfectly to create the restful calm characteristic of the best in modern design. Wood paneling has depth inviting to the eye and soothing to the mind. The appeal of wood paneling has all the fundamental beauty of trees and forests.

While DeLuxe WELDBORD is a typical "economy" product, U. S. Plywood Corp. numbers among its

DeLuxe WELDBORD panels for this 14′ x 22′ living room cost less than

$70.00





AMERICAN WALNUT



other exclusive products such distinctive plywood panels as Knotty Western Cedar and Knotty Idaho White Pine for Early American period interiors and Bayott and Duali, low-cost imported figured woods for unusual light-colored installations.

For installations in which low-cost is the *first* consideration, "USP" presents Blue Label WELDBORD—hardwood plywood wallboard—genuine wood thru and thru. While Blue Label WELDBORD is priced with the lowest-price synthetic wallboards, it is immeasurably superior to all of them in strength, durability, beauty and finishing properties. It has all the unique structural qualities of the best plywood—its low price is solely an indication of economies effected in

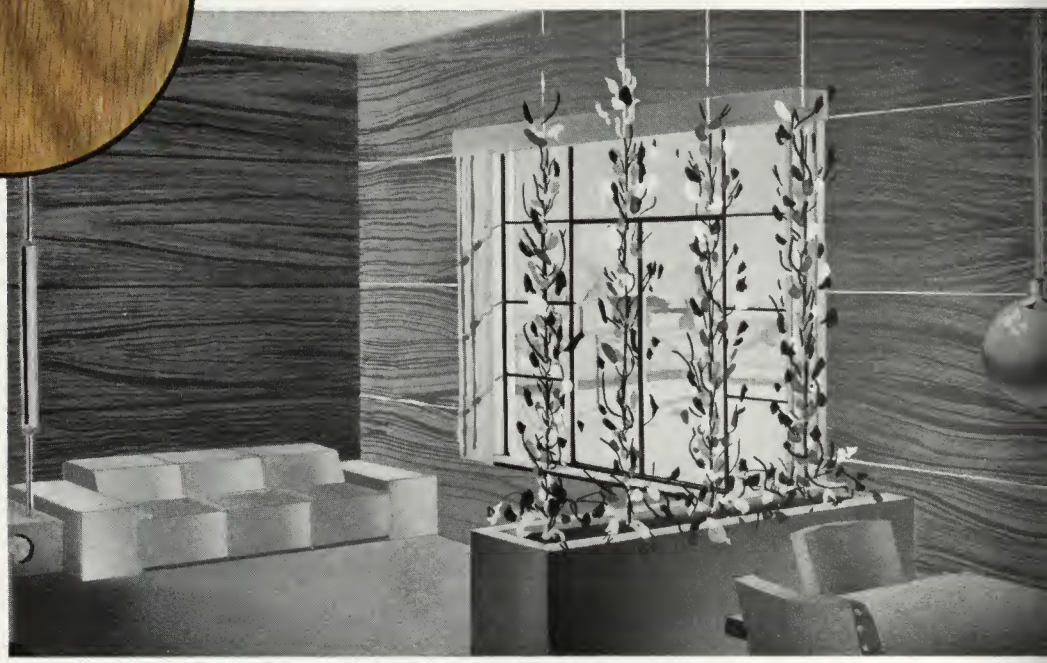


DeLuxe WELD
BORD panels fo
this 12′ x 15′ liv
ing room cost les
than

$60.00



PLAIN OAK



WELDBORD and all other U. S. Plywood specialties recommended for residential construction, are guaranteed for the life of the building in which they are installed.

its production in great quantities on the most modern plywood-manufacturing equipment. Blue Label WELDBORD is recommended for use in place of plaster walls, in new construction, as it can be stained, painted or enameled or, without special preparation, used as a base for wallpaper. Walls of Blue Label WELDBORD are permanently smooth, crack-proof and mar-resistant. They are the least expensive, permanent walls in existence.

WELDBORD and all other products of U. S. Plywood Corp. offered for residential construction conform with F. H. A. specifications for interior paneling.



Blue Label WELDBORD panels for the walls of this living room cost less than
$35.00

Additional for ceiling
$25.00

PLASTER ELIMINATED!

The use of Blue Label WELDBORD for walls in place of plaster is rapidly gaining widespread acceptance owing to the innumerable advantages which this new type of construction affords.

WET-WALL CONSTRUCTION

Wet-Wall construction delays the entire job, not only while the plasterer is working but for weeks after his departure—while the plaster is drying.

•

The moisture which plaster gives off in drying is absorbed largely by the framing of the structure, setting up distortions and stresses which result in "foundation settling," cracks in plaster, etc.

•

Plaster walls are easily dented and inclined to crack as the building ages. Plaster walls are expensive to install and expensive to maintain.

DRI-WALL (WELDBORD) CONSTRUCTION

Installation of Blue Label WELDBORD panels eliminates this delay.

•

With Blue Label WELDBORD, there is no moisture to evaporate.

•

Blue Label WELDBORD walls are tough, mar-resistant, permanently smooth.

•

Blue Label WELDBORD walls are economical to install and cost nothing to maintain.

Blue Label WELDBORD walls take paint or enamel perfectly. Wallpaper may be applied direct to Blue Label WELDBORD without any preliminary treatment.

UNITED STATES PLYWOOD PRODUCTS

WELDBORD is one of a large family of "USP" products supplied to the Building trade and innumerable industrials throughout the country. Many of these products are suitable for special purposes in residential construction. Notable among them are:

WELDWOOD—waterproof plywood. This remarkable material is used as siding, for gable ends, porch ceilings, etc., and for out-buildings such as barns, garages, kennels and chicken houses, and, indoors, where excessive moisture is present—such as in damp basements, bathrooms, etc. It is consumed in great quantities in boatbuilding where it is used for bottom and side-planking, deck-houses, etc.—a demonstration of its quality which requires no comment. Used for outside walls in conjunction with WELDBORD interior paneling, it represents low-cost housing in its most practical, durable and economical aspect.

"USP" FIR PLYWOOD—the lowest cost plywood produced. Fir plywood is made in various grades to meet the requirements of diversified uses in the building field. "USP" Plywall Fir Plywood is suitable for paneling attics, basements, playrooms and service quarters and rooms whose decorative scheme will permit of its typical pronounced figure. "USP" Plyscord sheathing is manufactured for sheathing, under-roofing or any type of siding, under-flooring or under linoleum. "USP" Plypanel is developed for built-ins, cabinets, and furniture and fixtures of various types.

FLEXWOOD consists of thin wood veneers on fabric. It is applied over any smooth surface, either plywood, metal or plaster. Owing to its inherent flexibility, it is especially suited to curved surfaces.

UNILITE DOORS are the last word in lightness and economy. They are smart-appearing, in keeping with the modern trend, but are made, despite low price, to the highest standards of stability and durability.

UNITED STATES PLYWOOD CORPORATION *products are distributed thru lumber dealers everywhere. For dealers' convenience, fourteen warehouses are maintained at the following addresses:*

BALTIMORE, MD., Builders Exchange Bldg., 12 W. Madison St.
BOSTON, MASS., 61 McGrath Highway (Northern Artery), Somerville
BROOKLYN, N. Y., 187 Gardner Avenue
CHICAGO, ILL., 900 West Division St.
CINCINNATI, OHIO, 1187 Gilbert Ave.
CLEVELAND, OHIO, 3131 St. Clair Ave.
DETROIT, MICH., 1815 Franklin Street
LOS ANGELES, CALIF., 1920-30 E. 15th Street
NEWARK, N.J., Newark Tidewater Terminal, Port Newark
NEW YORK, N. Y., 616 W. 46th Street
PHILADELPHIA, PA., Richmond & Cumberland Streets
ROCHESTER, N.Y., 404 Atlantic Avenue
SAN FRANCISCO, CALIF., 119 Kansas Street
SEATTLE, WASHINGTON, 13th & West Nickerson Streets

SHOWROOMS
NEW YORK, N.Y., 103 Park Ave.
CHICAGO, ILL., Merchandise Mart

Technical information relative to any "USP" products or their application may be obtained by addressing the warehouse nearest to you.

SOME INTERIOR JOINT TREATMENTS



WELDBORD WALLS

of

Genuine Wood Paneling

EXQUISITE—ECONOMICAL



THIS BOOKLET is designed to indicate what can be accomplished, at nominal cost, with decorative hardwood paneling. The booklet in no sense, exhausts the field of design. Your architect or builder will be glad to expand on these suggestions or create others to conform with your tastes and requirements.

UNITED STATES PLYWOOD CORPORATION

EXECUTIVE OFFICES: 616 West 46th St., New York, N. Y.

Warehouses from Coast to Coast



So . . . you're going to Build!

Dear Friend:

A few months ago, I was doing just what you are doing now. That is why I know how much fun you are having, going over the architect's plans and specifications; selecting materials and fixtures; trying hard to build into your new home all the conveniences and livability that you have had in mind so long.

Just as a word of caution: Don't neglect to provide thorough ventilation for your new home! You'll find it a wise investment, for the elimination of odors, fumes, steam and smoke not only assures a more comfortable and healthier home -- but, also, will definitely increase its salability should you ever want to part with it.

The next few pages will tell you about Victor In-Bilt Ventilators. Please read them carefully for I am anxious that you fully appreciate what thorough ventilation can mean to you and your family.

Thanking you for your serious consideration of our products, and with best wishes for a lifetime of happiness in your new home, I am

Sincerely yours,

C. L. Harrison

C. L. Harrison, President
VICTOR ELECTRIC PRODUCTS, INC.

CLH:b

VICTOR In-Bilt VENTILATORS

WHERE *will the cooking odors go in your new home?*





will they go to greet your guests at the door — spoil your plans by announcing what is going to be served for dinner — and immediately rob your home of all its charm?



or will they go out into the living room — and upstairs, too — to deaden the air, produce headaches and make evenings at home miserable for the man of the house?

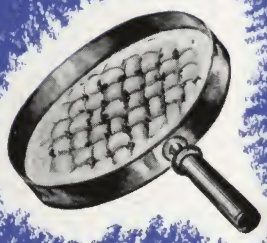


or are you going to plan now to banish cooking odors, greasy fumes and smoke from your new home — to assure the good health and comfort that only clean, fresh air can provide?

FACTS
EVERY HOME OWNER SHOULD KNOW



EXTENSIVE RESEARCH by scientists proves definitely that cooking fumes actually contain and carry solid food particles that rapidly decay and putrefy!



THINK WHAT HAPPENS when these cooking fumes penetrate your rugs, furniture, draperies and clothing — leaving behind them a trail of greasy, smelly food deposits!



TESTS SHOW THAT, IN homes without an electric kitchen ventilator, these greasy deposits not only may cause a bad case of "home halitosis," but are ideal germ breeding grounds, too!

OVER TWO QUARTS OF solid grease are present in the cooking fumes produced in the average home each year! Here's proof of the need for a Victor In-Bilt Ventilator in your new home!



Banish Cooking Fumes with

VICTOR *In-Bilt* VENTILATORS



Keep the air fresh and sweet — your walls, cabinets, and equipment cleaner and brighter — and your disposition sunnier — by providing in your new kitchen the thorough ventilation that is one of the first requisites of every modern home. In cleaning bills alone, you'll soon save the slight cost that a Victor In-Bilt Ventilator will add to your home . . . and once you've enjoyed the advantages of this outstanding kitchen exhaust fan, you'll agree that you couldn't have incorporated any other feature — for so little money — that would add so much to the health and happiness of your entire family.

ASK YOUR ARCHITECT OR BUILDER

Men who know home building from cellar to roof will be the first to recommend adequate kitchen ventilation. They know how easy it is to install a Victor Ventilator in any type of construction — and how little it will cost if you plan now on an In-Bilt in your kitchen. Ask your builder, architect or electrical contractor today which of the Victor models is the right size for your new home.



THE DE LUXE

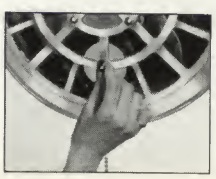


THE STANDARD



THE MASTER

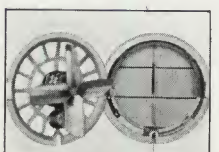
ONLY VICTOR OFFERS ALL THESE IMPORTANT FEATURES



3-SPEED CONTROL



AUTOMATIC OPERATION

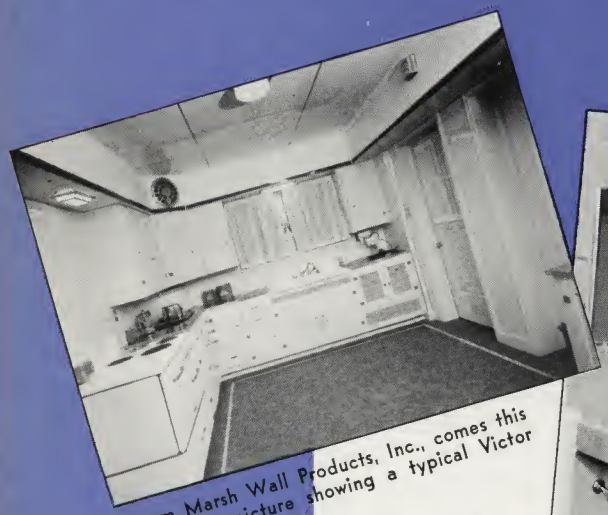


EASY TO CLEAN

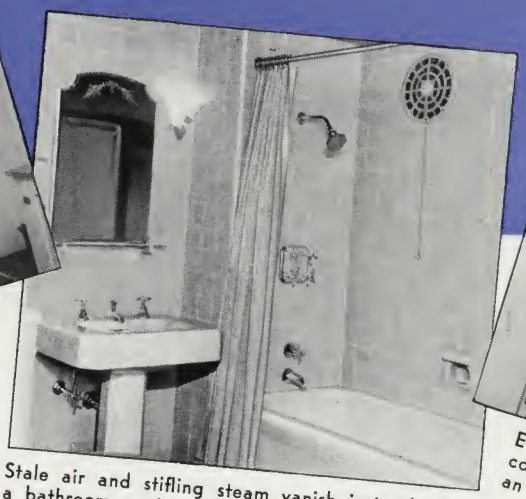


WEATHER-TIGHT SHUTTERS

VICTOR In-Bilt VENTILATORS



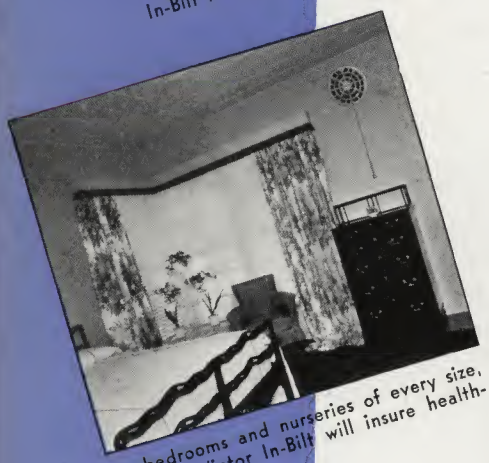
From Marsh Wall Products, Inc., comes this attractive picture showing a typical Victor In-Bilt installation.



Stale air and stifling steam vanish instantly from a bathroom equipped with a Victor In-Bilt Ventilator.



Even for the small home — where costs must be kept down — there's an efficient In-Bilt Ventilator.



In bedrooms and nurseries of every size, a quiet Victor In-Bilt will insure healthful, restful sleep.

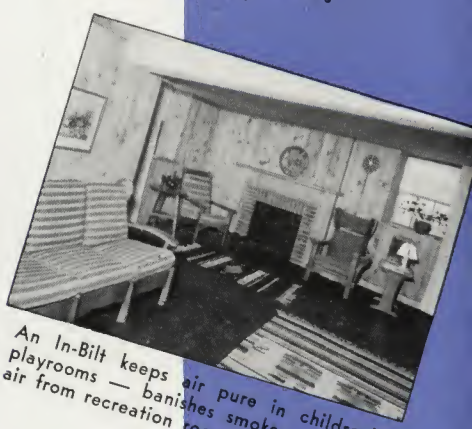
DON'T STOP AT THE KITCHEN

Other rooms need ventilating, too! Victor Ventilators banish stale air, odors and steam from bathroom and laundry. They provide your bedrooms and nursery with the finest sleeping comfort you've ever known because they eliminate dangerous drafts. They keep the air in recreation rooms fresh and healthy — and make your entire home a most delightful place to live!

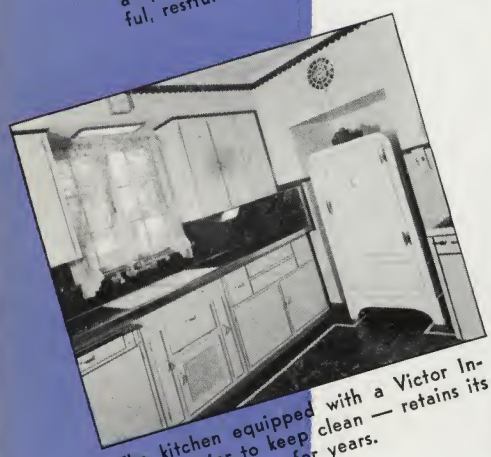


SEND FOR FREE CATALOG

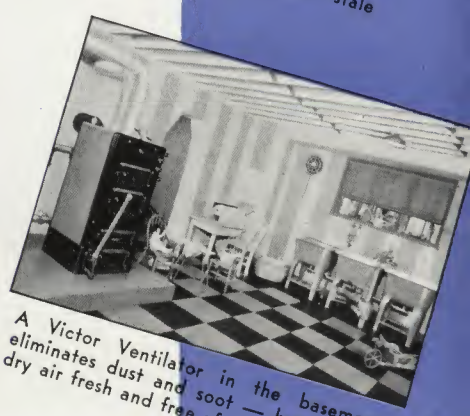
Victor's Ventilation Data Book contains complete information and details on all Victor In-Bilt models. Send for your Free copy—today!



An In-Bilt keeps air pure in children's playrooms — banishes smoke and stale air from recreation rooms.



The kitchen equipped with a Victor In-Bilt is easier to keep clean — retains its sparkling newness for years.



A Victor Ventilator in the basement eliminates dust and soot — keeps laundry air fresh and free of steam.

VICTOR ELECTRIC PRODUCTS, INC.

Manufacturers of Victor "Miracle Breeze" Fans . . . and the Victor **Mono-matic**, the "World's **Easiest-to-Use** Electric Ironer"

ROBERTSON AVENUE FROM 32ND TO 34TH AVENUES - - - - - CINCINNATI, OHIO

Form No. 3915

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Printed in U.S.A.

KITCHEN DRUDGERY IS OUT

WITH A *Chambers* RANGE



ESTABLISHED 1865

Waverly

HEATING SUPPLY CO.

32 Union Street, Boston, Mass.

***Chambers*—THE WORLD'S FINEST GAS RANGE**

YOU WOULDN'T BELIEVE A RANGE COULD DO SO MANY THINGS

Sizzling platters. Frozen desserts. Eight pancakes fried at a time. Kitchen kept cool as a cucumber even on hottest days. Complete meal for six people cooking *with the gas turned off* and the family miles away.

These are just a few of the startling things a CHAMBERS RANGE can do for you. But there are others too. You save on gas—and cook much juicier meats. You prepare more tasty vegetables —and spend *less* time in your kitchen. Yes, the CHAMBERS RANGE will do things that other ranges *can't*. The reason is exclusive patents that make this a *different* range, as housewives, architects and builders know. The famous CHAMBERS insulation which keeps foods hot for hours when the gas is OFF, and kitchens gloriously cool when it is ON, is just one of the many factors that makes it different.

There's no question that CHAMBERS is the world's finest gas range and that, in savings on cooking gas and foods alone, this range will actually *pay for itself* in 2 or 3 years' time.

STILL, IT'S WHAT THE USERS SAY THAT COUNTS

Easy to Entertain—"I can entertain my friends without jumping up every few minutes to look at my dinner, go shopping or partying and find my meal ready when I return."—Mrs. J. F. F., Belmont, Mass.

Cool Kitchen—"Even on a torrid day the kitchen is not heated . . . it is economical and time saving."—Mrs. L. K., Fall River, Mass.

No Range to Equal It—"I have had many compliments on my cooking. I know I haven't improved that much, the credit goes to my Chambers. I wouldn't change it for anything, everything comes out so fine, with less shrinkage and using less gas."—Mrs. H. C. M., Worcester, Mass.

"This Chambers range is all that is claimed and more. It all but talks. Every family should have one."—T. J. K., Clinton, Mass.

Little Time Spent on Cooking—"Cooking takes care of itself, I have so much more free time."—Mrs. L. F. K., West Medford, Mass.

Food Tastes Better—"Food tastes entirely different cooked Chambers way. I am very much satisfied."—Mrs. J. M., No. Quincy, Mass.

Can Attend Church—"My greatest joy is being able to prepare my meal and leave it. I go to Church and when I return it is ready. The Thermowell is a great help."—Mrs. W. C. G., West Roxbury, Mass.

Easy to Keep Clean—"My Chambers is so easy to keep spic and span. Besides being so economical, I enjoy it."—Mrs. M. C., Dorchester, Mass.

Friends Purchased Chambers—"Three of my friends have bought Chambers, after demonstrating my range . . . fulfills every expectation . . . 20 Min. usual gas time for any oven meal."—Mrs. I. A. B., Portsmouth, N. H.

Uses Bottle Gas—"I use Bottle Gas and after two years am pleased with my choice. My gas bills are about two dollars cheaper per month than when in the city. I recommend Chambers."—Mrs. F. P., Goffstown, N. H.



Chambers

—COOKS WITH THE GAS TURNED OFF

YOU PAY FOR A *Chambers* RANGE EVEN IF YOU NEVER OWN ONE!

If someone gave you the finest conventional gas range in the world FREE—you still would have to cook as grandmother did and sacrifice the many CHAMBERS savings shown below. In 3 years, you would have spent an extra $345.18 because ONLY WITH A CHAMBERS RANGE can all these savings be effected.

LOOK AT THESE ACTUAL SAVINGS IN DOLLARS

ANNUALLY

1—SHRINKAGE OF MEATS $15.60

Average family consumes 10 lbs. of meat weekly. The small shrinkage in the CHAMBERS Oven and Thermowell gets same value from 9 lbs. Saving 1 lb. a week, at 30c a lb. for 52 weeks amounts to $15.60 in a year.

2—LOWER PRICED CUTS OF MEAT $26.00

Inexpensive cuts of meat can be just as delicious if properly cooked the CHAMBERS way as many high-priced cuts. The saving is 5c to 15c per lb. If as little as 1 or 2 such cuts are used each week, 50c can easily be cut from the weekly meat bill. In a year the saving is at least $26.00.



3—REDUCTION IN CANNED GOODS $24.96

Housewives agree that fresh fruits and vegetables are less expensive than canned goods, but do take longer to prepare. With a CHAMBERS range only about 10c (and hardly any extra time) is spent to prepare baked beans equivalent in quantity to 30c or 45c worth of canned beans. The same applies to CHAMBERS cooked soups compared to the canned variety. Stewed fresh or dried fruit costs about half as much. Fresh carrots at 5c equal 10c to 15c worth of canned vegetables, etc. Therefore, if only 2 or 3 fresh or dried foods are substituted for canned goods each week, at least 48c can be saved. Conservatively this is a yearly saving of $24.96 which means you get 3 to 4 weeks supply of fruits and vegetables absolutely free.

4—TIME $36.50

CHAMBERS Ranges save thousands of women 2 and 3 hours of food watching daily. But if only 1 hour per day is saved—and a price of only 10c per hour is placed on that time, in 365 days it is equal to $36.50 annually. In other words, in effect, you now *get paid* 10c for every additional hour of rest and leisure you could never even find time to take before.

5—GAS $12.00

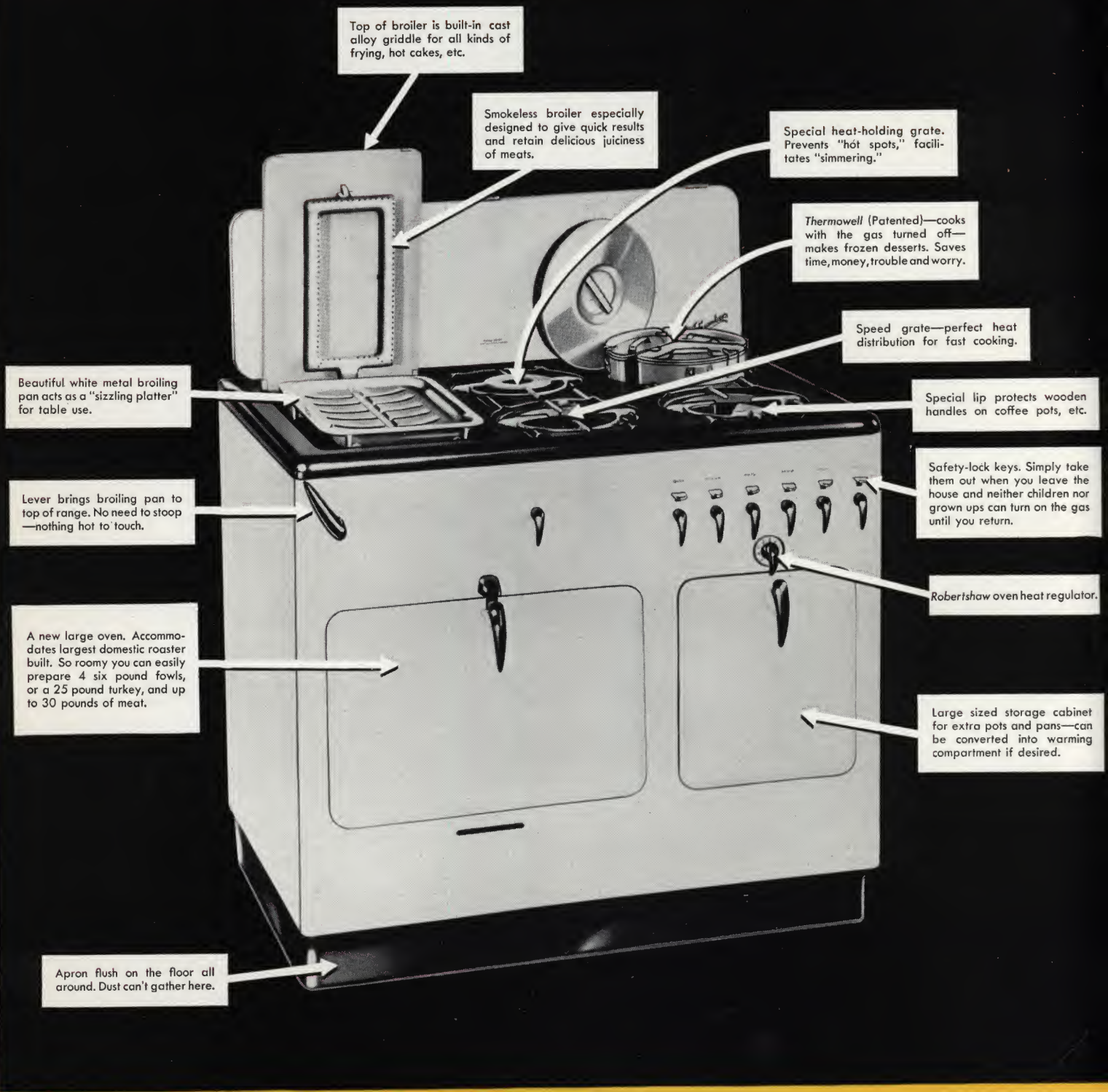
Any CHAMBERS saves ⅓ to ½ of each monthly cooking-gas bill. The average national cooking-gas bill is $3.00 monthly. If only ⅓ is saved, this is $1.00 monthly or $12.00 per year. Remember —10 minutes gas in the Oven or Thermowell does an hour of cooking—50 minutes gas saved in each hour! See how easily you can save *at least* ⅓ of your cooking-gas bill?

TOTAL TANGIBLE SAVINGS $115.06

Chambers

—THE WORLD'S FINEST GAS RANGE

PREVIEW OF PERFECTION—A QUICK GLANCE TO SHOW YOU WHY YOU'LL BE PROUD OF YOUR CHAMBERS RANGE



Chambers—COOKS WITH THE GAS TURNED OFF

BETTER FOODS • • • AT LOWER COST • • •
PREPARED IN LESS TIME • • •
WITHOUT DRUDGERY

If you're not familiar with CHAMBERS cooking this is how it works:—

Simply burn gas long enough to bring food to cooking temperature. (Vegetables may take 10 minutes, a ten pound roast needs only 40 minutes). Then turn off the gas and your meal will finish cooking on *retained heat* in either the THERMOWELL or OVEN. You can now leave the house for hours at a time—your foods can't burn—they won't cool off. They'll be just right when you're ready to eat.

But now read the full details below and you'll really appreciate why CHAMBERS is called the *World's Finest Gas Range.*



THE FAMOUS CHAMBERS THERMOWELL

(Boils, steams and stews *with the gas turned off.*)

With the THERMOWELL you actually save 50 minutes of gas consumption for every hour of cooking you do—that's how highly insulated it is. Note the *three* containers illustrated! Each holds 2 quarts of different meats, soups or vegetables. Ten minutes of gas ON will cook them on retained heat for an hour and keep them piping hot for a much longer time. Twenty minutes of gas gives you 2-4 hours of complete kitchen freedom. But that's not all:—

When cooked on *retained heat* vegetables need less water. Hence their minerals are more concentrated, their flavor is richer, and they taste much *fresher,* too. What's more, you can make frozen desserts in the THERMOWELL at the same time you're cooking a roast in the oven. That's how good the insulation is.

AN OVEN YOU CAN NEGLECT FOR HOURS AT A TIME

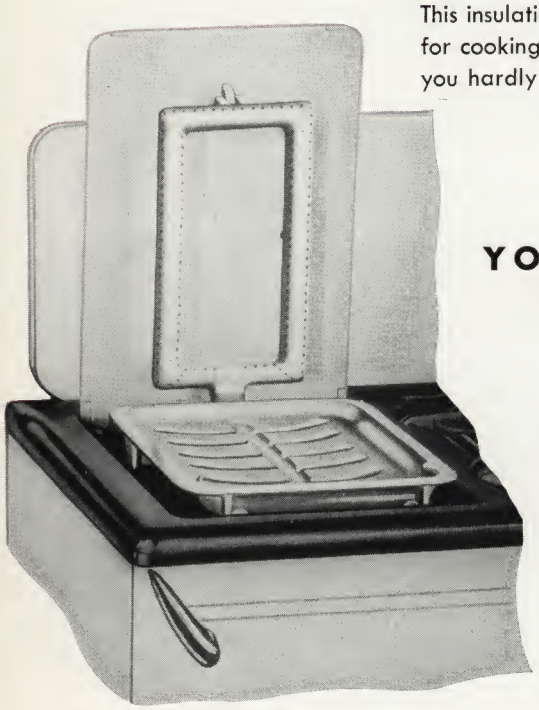
The CHAMBERS oven is completely insulated at top, bottom, front, back and sides. Like the THERMOWELL it cooks with the gas turned off. Thirty minutes of gas consumption is all you need for smoked meats, dry beans, steamed puddings, Boston brown bread and other foods which ordinarily require 2 to 3 hours as every housewife knows. The ingenious CHAMBERS oven is ventilated by a system of controls and dampers which provide perfect circulation of fresh air while the gas is ON. The instant you shut if OFF, foolproof automatic controls seal the oven—and from then on you can forget the oven completely. No turning, no watching, no basting. Nothing can burn. The meat is more juicy and tender and you actually save many pounds of meat in the course of a year because foods don't dehydrate when "cooked with the gas turned off."

Chambers—THE WORLD'S FINEST GAS RANGE

KITCHEN "COOL AS A CUCUMBER" EVEN ON HOTTEST DAYS

Certainly by now, you've learned that a remarkable system of *insulation* is one of the qualities that makes CHAMBERS the World's Finest Gas Range.

This insulation is designed to keep the heat in the range so that you use much less gas for cooking. At the same time, the insulation keeps the heat out of the kitchen so that you hardly notice any increase in temperature even on hottest days.



YOU NEEDN'T "STOOP TO CONQUER" THIS BROILER

(Another "exclusive" Chambers feature)

When we come to the CHAMBERS patented smokeless broiler we feel that "pictures speak louder than words." A simple lever at the front of the range automatically lifts the griddle and brings the boiler platter even with the top of the range. There's no need to "stoop" or "squat" and no reason whatever for touching a heated pan or grate. This broiler is *especially designed for broiling* and is in no way connected with the oven. It gives quick, savory results impossible to get on ordinary ranges.

EIGHT GRIDDLE CAKES AT A TIME —NO "WAITING" FOR ANYONE

The broiler top serves as a griddle. Its finely polished special alloy is easy to keep clean and adds a note of real luxury to the range. Here you can prepare toasted sandwiches, bacon and eggs, hamburgers and French toast. You use it practically every day and it's really gorgeous fun when you bring your guests out for a truly professional, chef's style, "midnight spread."



Chambers — COOKS WITH THE GAS TURNED OFF

THE FAMOUS "SIZZLING PLATTER" WILL DELIGHT YOUR GUESTS

Many a hostess has made a hit by serving a famous "sizzling platter" to her guests. The good-looking CHAMBERS sizzling platter is a white alloy which serves as your broiler pan in ordinary use. You simply lift it out and set it on your table sputtering and sizzling temptingly just like in the finest hotels and chop houses.

BOTTLED GAS

A CHAMBERS works equally well on city manufactured gas, natural gas, Butane gas or Propane gas commonly called bottled gas. For country houses, not piped to city mains, you'll find the CHAMBERS *exceptionally* economical.

THUMB LATCH SAFETY GAS HANDLES

When the gas is turned off, handles automatically lock so they can't be accidentally turned on by catching in your clothes. What's more important, each "key" can be easily removed when you leave the house so that neither children nor grown ups can possibly turn on the gas even if they want to.

ROBERTSHAW OVEN HEAT REGULATOR

With the famous Robertshaw Oven Heat regulator for all pastry baking, and retained heat cooking for all boiling, steaming, stewing and roasting, you positively eliminate all guesswork. This is another reason why CHAMBERS is the *World's Finest Gas Range.*

INDIVIDUAL DRIP RINGS

You'll find few ranges so easy to keep clean as the CHAMBERS. The porcelain enamel drip rings for example are as easy to wash as your smoothest dishes.

YOUR RANGE IS THE HEART OF YOUR HOME LIFE

HOME, how important that word is to you! It means everything in life—husband, children, progress, permanency, security, happiness.

And there's another word that counts in life. That word is *health,* your family's health—so largely dependent on the quality of the foods you serve.

This book has told you why, with CHAMBERS, foods can be richer, tastier, finer than when cooked on any other range. And it has told you one thing else besides—that your own health, your *nerves* need never become tense when working with this range.

RELAX—you *can* relax with a CHAMBERS range to do your cooking for you—relax for glorious worry-free hours every day. *Think what this means, three times a day, 365 days each year, for years to come!*

So, if you're building a new home now, or renovating your present one, don't you think you owe it to yourself, and all concerned, to install a CHAMBERS range?

Chambers—THE WORLD'S FINEST GAS RANGE

FINE *Chambers* RANGES FOR THE AVERAGE HOME

Each range pictured in this catalogue has extreme overall dimensions (including handles and flue box) of 37¼ inches width, 28½ inches depth and 34 inches cooking-top height. Flush-to-wall type range with front discharge and 36 inch cooking-top height available if desired.



MODEL 10-B



MODEL 12-B



MODEL 15-B



MODEL 14-B

Chambers Ranges for Larger Homes, Restaurants and Institutions—Chambers Ranges also come in larger sizes than shown in this catalog. They have all the features of the regular CHAMBERS Range but are equipped with more burners, additional ovens and, in some cases, with two THERMO-WELLS. We will be pleased to supply additional information on these if desired. Use the Business Reply Card attached for your convenience in getting further data.

Weil-McLain

Radiant Comfort

HEATING



WEIL-McLAIN COMPANY

641 W. Lake Street, Chicago

501 Fifth Ave., New York

Factories at Erie, Pa. and Michigan City, Ind. • *Distributors in 100 Cities*



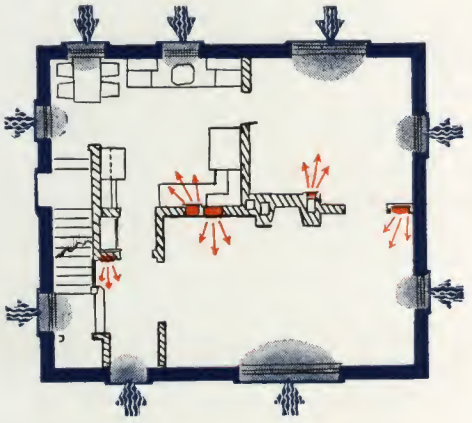
How Would You Solve This WINTER HEATING PROBLEM?

Windows Are the Chief Source of Penetrating Cold . . .

• In winter, the home is entirely surrounded by cold air pressing against outer walls and windows on all sides. Windows, therefore, are the chief source of cold in any home. Cold, wintry blasts beating against sashes and panes send penetrating cold air into every room. Cold air seeping through windows moves downward, causing unhealthful drafts at floor levels. And finally, window zones are always chilly and uncomfortable zones, *unless the proper type of heating is employed.* Since penetrating cold air "rushes in" at the windows, how will *you* solve this important winter heating problem for your home?

Study This Contrast in Heating Methods

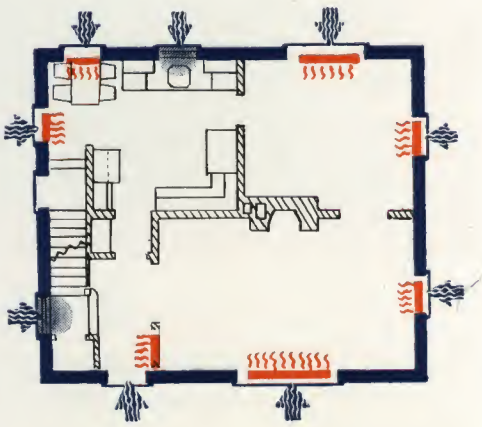
The chilling effect and dangerous drafts caused by cold air as it enters at the windows are naturally most severe upon those parts of the rooms nearest cold walls and windows. How, then, can this unwelcome cold air be most effectively combatted? The sketches at the right show two typical methods by which homes today are commonly heated—namely, warm air heating and radiator heating. Note carefully *where heat is introduced* into the rooms. Note, too, the probable effect of such location upon heating comfort.



Warm Air Heating

Warm Air Heating Systems

Most warm air heating systems introduce heat through registers located at inside walls—away from cold walls and windows. Since these registers are thus "huddled" near the inner, warmer parts of the home, the heated air they bring in must be carried or forced over to coldest parts of the rooms. Because air-borne heat is easily deflected by opposing cold air currents, experience has shown that cold zones—especially those on the windward sides of the home—are often hard to keep warm and comfortable.

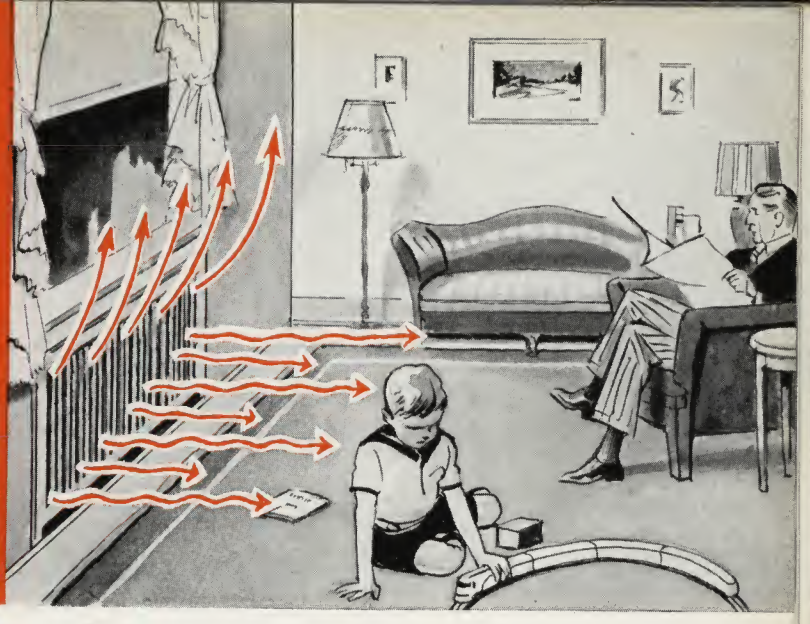


Radiator Heating

Radiator Heating Systems

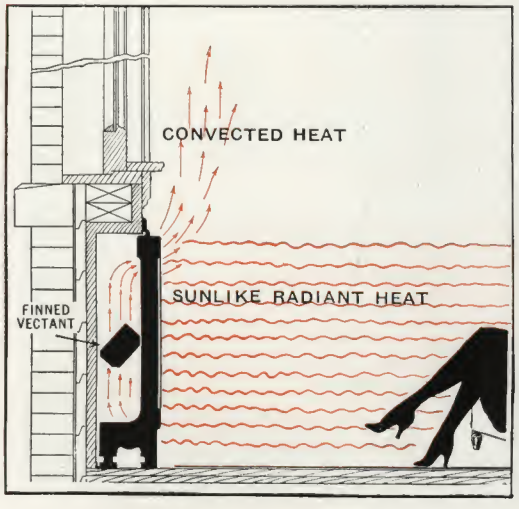
Radiator heating systems introduce heat through radiators located at outside walls or under windows, where the influence of outdoor cold is most severe. This places the radiators where heat sources *logically* belong—in the outer or cold-zone portions of the room. In addition, radiator heat delivery cannot be adversely affected by changing wind directions or velocities. In fact, radiators increase their heat output in colder surroundings. With heat delivery for each room thus *properly positioned,* uniform heating comfort throughout the home is always assured on coldest winter days.

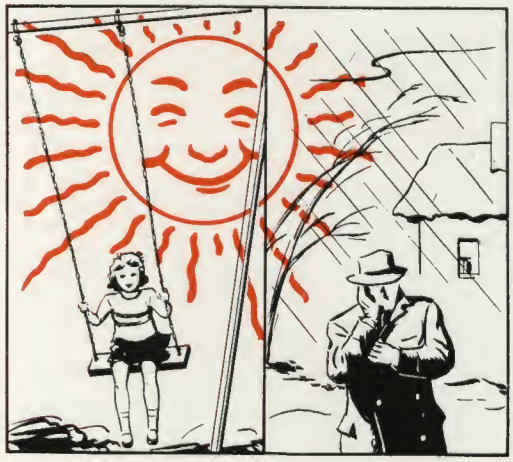
For Utmost Comfort in WINTER, Meet Cold Where Cold Comes In!



Enjoy New Comfort at Chilly Window Zones . . .

• Note in the illustration at right, above, how the radiator stands guard to prevent unwarmed air from reaching the floor and how its convected heat rises from the radiator to form in front of the window an invisible yet effective "curtain" of warmed air. At the same time, radiant, sunlike heat from a Weil-McLain concealed-type radiator sends comforting, healthful warmth to lower floor levels, where extra heat is always desirable. For utmost comfort on cold winter days, meet cold where cold comes in . . . combat penetrating cold air with a scientific blend of radiant and convected heat and enjoy new comfort at chilly window zones!





Warm in the South *Cold in the North*

A Scientific Blend of Two Kinds of Heat

Weil-McLain Radiators are designed to combat cold effectively with two kinds of necessary heat—(1) convected heat that meets cold where cold comes in and provides moderate, undisturbing air circulation, *plus* (2) sunlike, radiant heat. Observe in the illustration at the left how radiant heat travels out into the lower occupied portions of a room to raise the floor temperature—to give you more heat near your feet. This sunlike heating action, together with convected heat, gives you utmost winter comfort.

Radiant, Sunlike Warmth

The sun is a huge "radiator" that radiates thermal energy (radiant heat) to the earth. More of the sun's radiant warmth in the South makes the winter climate difference illustrated below at left. Weil-McLain Radiators are small "suns" that make a "climate" difference in your home, because, like the sun, they too radiate sunlike warmth. This direct, sunlike action gives to radiator heating a degree of comforting, amiable warmth that is not obtainable with heating methods that cannot supply radiant heat.

Use Small "Suns" in Your Home

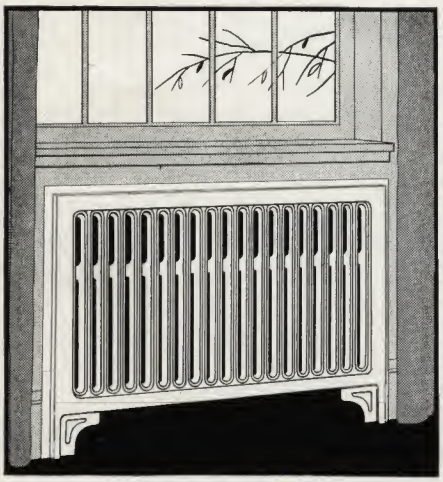
Design your heating system to use radiators—small "suns" that can be placed under windows to meet cold where cold comes in. So that menacing floor drafts will be effectively eliminated and comforting, uniform warmth assured, see to it that your home has two kinds of necessary heat—convected heat and sunlike, radiant heat. To be sure of a scientific blend of both these kinds of necessary heat, choose your radiators from the complete Weil-McLain line. It's the smart, thrifty way to assure utmost comfort on coldest days.



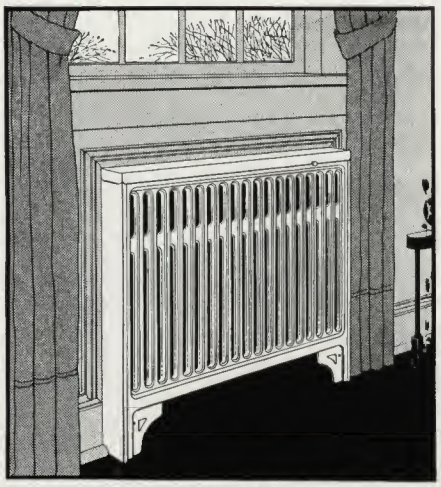
Weil-McLain RADIATORS

A Complete Line for Safe, Certain, Winter Comfort . . .

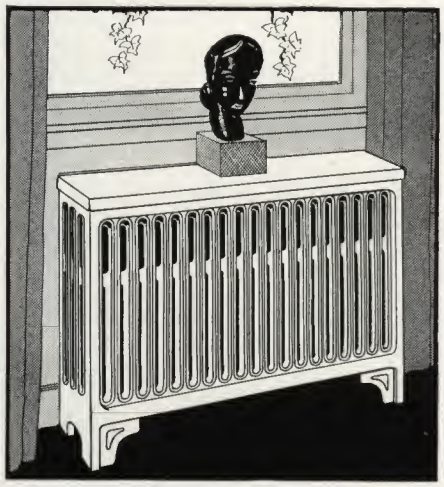
• Radiant Comfort Heating with Weil-McLain Radiators assures uniform warmth without chilly window zones or treacherous floor drafts. And because it keeps rooms always warm and comfortable by meeting cold where cold comes in, it guarantees highest efficiency and operating economy. When you select radiators for new home or replacement service, you will find a wide choice in the *complete* Weil-McLain line. No matter what types you specify, you will delight in the fact that their streamlined yet dignified beauty harmonizes splendidly with modern or conventional architecture and interior decorative treatments.



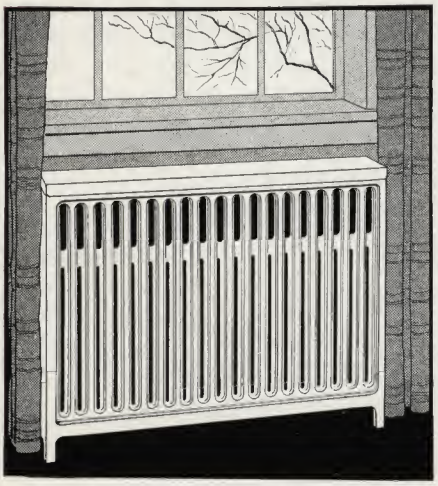
"Concealed" Raydiant



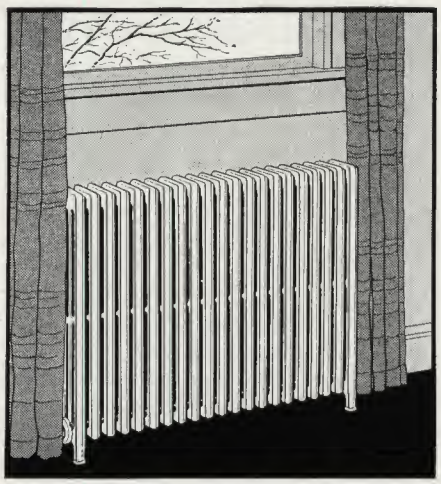
Partially Recessed Raydiant



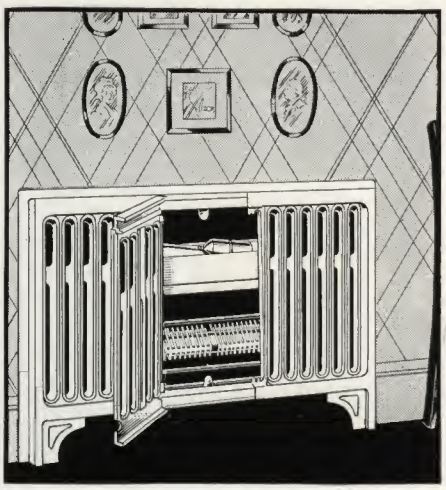
Cabinet Raydiant



Solray (Cabinet-type) Radiator

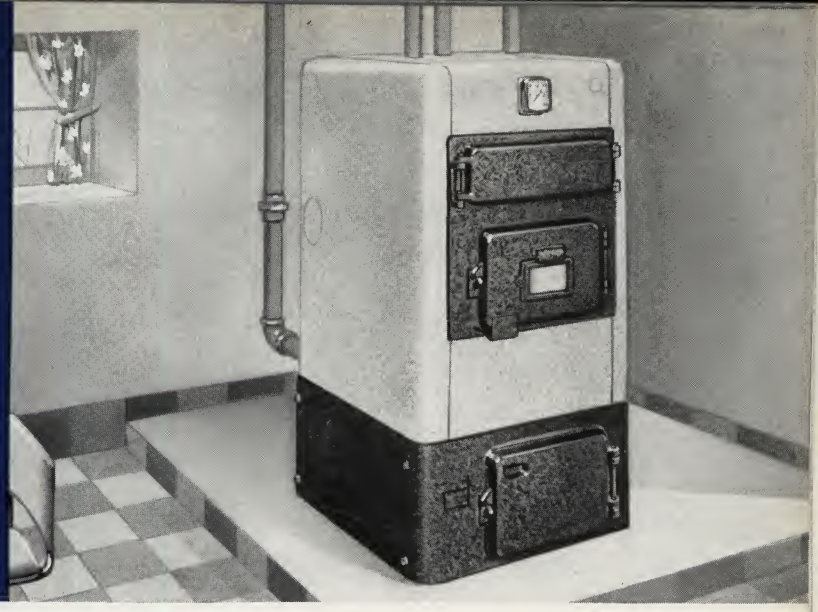


Junior Radiator



Humidifying Raydiant

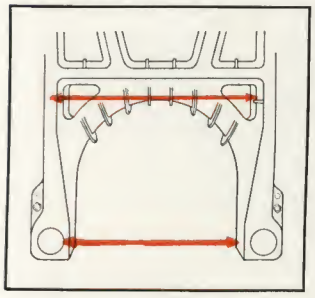
Weil-McLain BOILERS

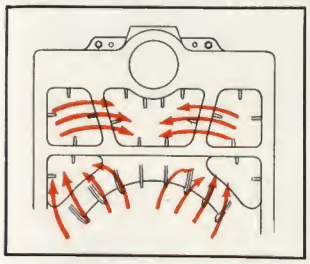


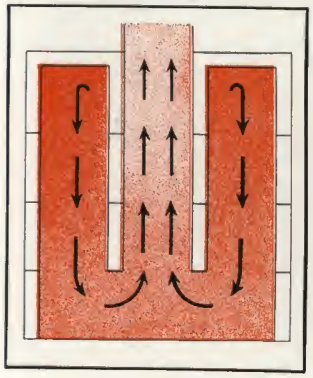
Scientifically Engineered to Fight Fuel Waste . . .

• No matter how excellent may be the radiators, no home can be adequately, yet economically heated without an efficient, modern boiler. The boiler is the heart of the modern heating plant. Upon its efficiency you must depend not only for adequate heat and comfort, but also for year-after-year fuel economy. Regardless of the kind of fuel you burn, or whether you select automatic or hand firing, the boiler's job is always the same: to provide facilities for efficient fuel burning and to absorb the maximum amount of heat. Note below the three important features always embodied in all Weil-McLain Boilers to *fight fuel waste*.

Square Boilers







Extra Efficiency over the Fire

Because it lies directly over the fire, the crown sheet surface (or roof of the combustion chamber) is generally considered the most valuable surface in any boiler. In *Weil-McLain square-type boilers,* an extra-wide crown sheet increases the heating surfaces over the fire. There is also overhanging tongue surface in the intermediate sections directly over the fire. In *Weil-McLain round-type boilers,* the crown sheet and other sections above it are corrugated like this ~~~ to increase the heat-absorbing surface over the fire and thus to reduce fuel costs.

Hottest Gases Directed to Coolest Surfaces

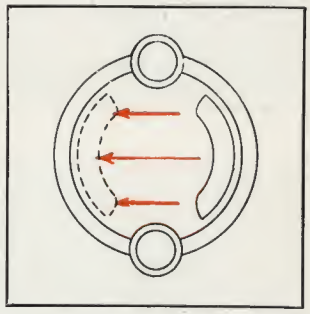
In *Weil-McLain square-type boilers* hottest gases are drawn to cooler side walls by auxiliary side flues—and from there into cooler primary flues above. See diagram at left. Thus heat absorption is accelerated, because heat transfer is always faster where there is greater temperature difference. In *Weil-McLain round-type boilers* hottest gases are also directed to cooler side surfaces . . . because the flow of gases is equalized by the greater distance gases must travel through center of boiler, where draft is naturally stronger. See diagram at right.

Balanced Back-and-forth Fire Travel

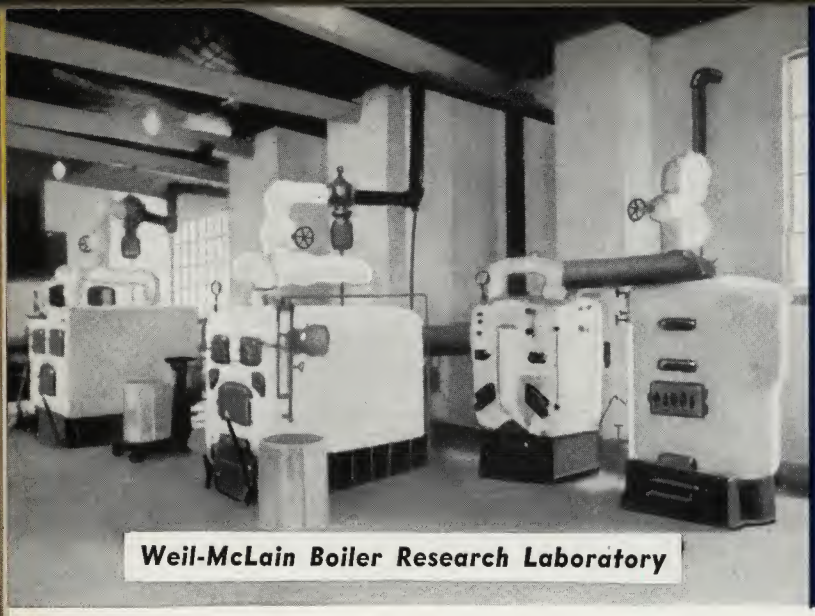
Heated gases rising from a fire naturally seek out the shortest path to the chimney. Normally this travel favors the center portion of the boiler. In *Weil-McLain square-type boilers* fire travel is controlled and balanced. Heat is first directed to sides and then distributed equally to all heating surfaces in flues, to prevent short cuts or favored paths to the chimney. In *Weil-McLain round-type boilers* hot gases are baffled backward and forward between corrugated heating surfaces. Here, too, balanced fire travel increases efficiency and prevents heat waste.

Round Boilers







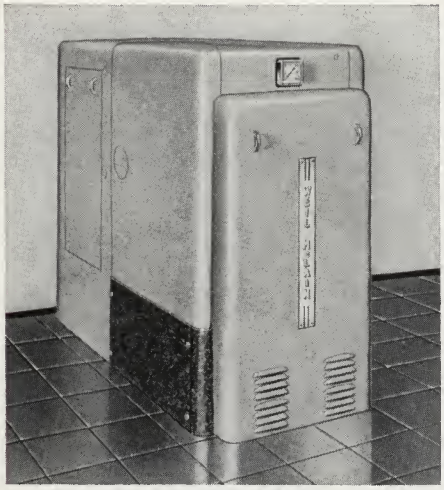


Weil-McLain Boiler Research Laboratory

A Complete Line of Modern Waste-fighting Boilers

Designed to Give Greater Economy and Efficiency . . .

• With more than 40 years' experience to guide them, Weil-McLain engineers have designed a complete, efficient line of modern boilers which embody *both* up-to-the-minute improvements and traditional Weil-McLain quality. Necessary tappings and openings for automatic heat controls . . . thorough insulation . . . attractive appearance . . . and refinements in design and construction are but a few of the many outstanding features you will find in Weil-McLain Boilers. Before you select *any* boiler, investigate the high operating efficiency and low operating cost of these *waste-fighting* Weil-McLain Boilers.



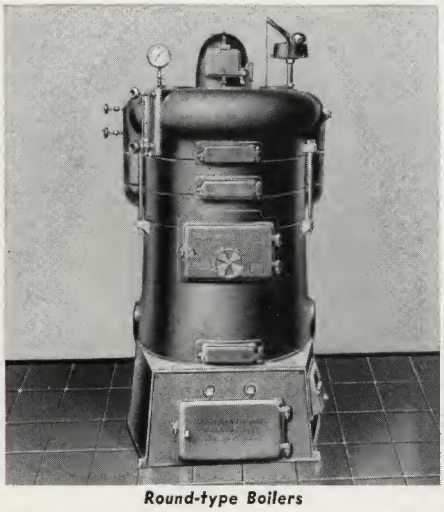
No. 67 All-fuel Boiler



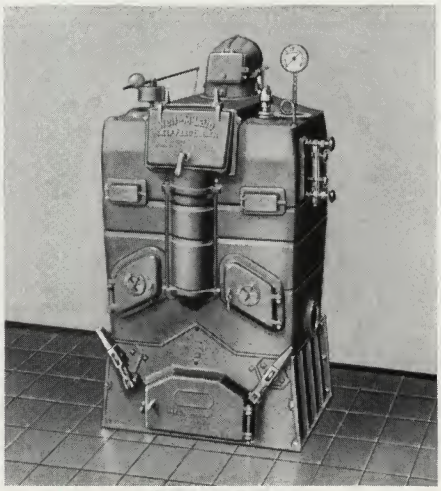
No. 78 Boiler for Automatic Firing



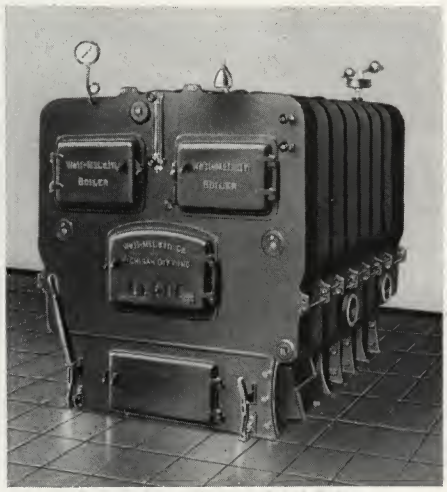
"RO" Series Boiler for Automatic Firing



Round-type Boilers



Self-feed Boilers



Square-type (Heavy-duty) Boilers

Extra Advantages of Weil-McLain Radiant Comfort Heating



Stored Heat Increases the Comfort of Automatic Heating

• Today when more and more home owners are turning to the freedom of automatic heat, Weil-McLain Radiators bring added comfort—because of *their remarkable ability* to store heat.

Automatic heating is "on and off" heating. During the "off" period of the thermostat the stored heat in radiators tempers the chilling effect of outdoor cold upon indoor temperatures. Thus radiators giving off pleasant warmth even after the thermostat "shuts off" contribute to more uniform room temperatures . . . a feature that adds greatly to the comforts of automatic heat.

Mixed Installations of Concealed type and Conventional Radiators

Of course everyone prefers concealed-type radiators, but building limitations or other reasons may prevent their use in every room. Such restrictions need never cause the home owner to deny his family the sunlike comfort of Weil-McLain "Concealed" Raydiant Radiators . . . for the advanced design and scientific construction of these out-of-the-way radiators make it possible to install them *on the same installation* with conventional radiators. They heat and operate in perfect balance with exposed tubular radiators.

An Abundance of Domestic Hot Water When You Want It . . .

In the newer types of Weil-McLain Boilers, built-in domestic water heaters are available to economically provide domestic hot water for bath, laundry, and kitchen. When a built-in heater is not furnished, tappings for external-type indirect heaters are provided. Water may thus be heated economically in winter or the year 'round with the same dependable Weil-McLain Boiler that heats your home.

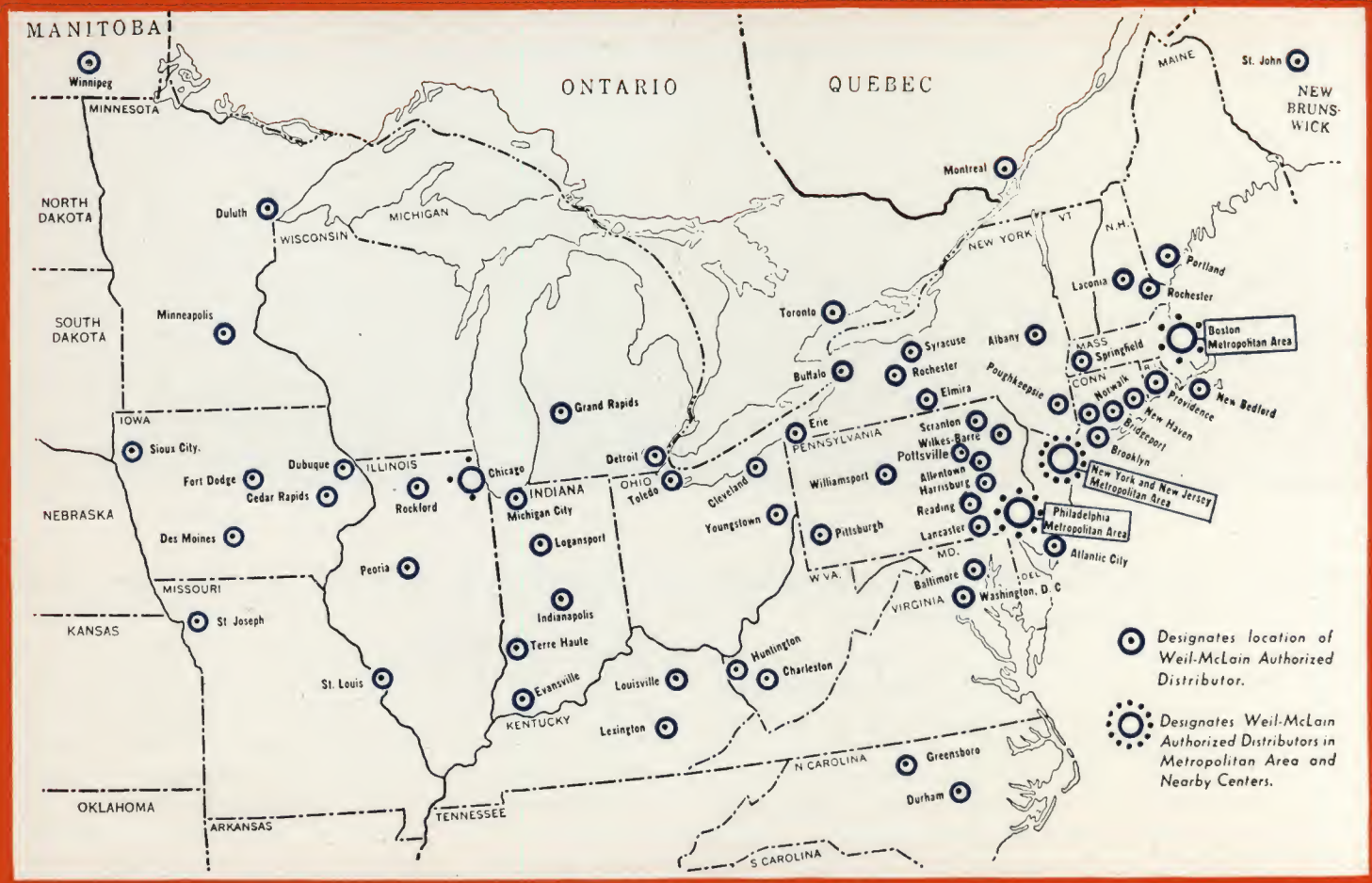


Science Guides Each Step of Development

At the Weil-McLain factories in Erie, Pa., and Michigan City, Ind., experienced technicians painstakingly check each new development by exhaustive laboratory tests. In our modern laboratories, trained combustion engineers make certain that each advancement incorporated in Weil-McLain Radiators and Boilers capably assures the added economy, efficiency, and operating convenience for which it was designed . . . to the end that each product bearing the Weil-McLain name shall faithfully live up to all claims made for it.



WEIL-McLAIN *DISTRIBUTORS ARE CONVENIENTLY LOCATED TO SERVE YOU!*



Authorized Wholesale Distributors of Weil-McLain Boilers and Radiators

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MERIDEN
Standard Plbg. & Htg. Supply Co.
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Weil-McLain Company
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DETROIT
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ST. JOSEPH
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Palmer Plbg. Supply Co.
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Palmer Plbg. Supply Co.

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ATLANTIC CITY
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BELMAR
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Fleck Company
ELIZABETH
Elizabeth Plbg. & Htg. Supply Co.
ENGLEWOOD
Englewood Plbg. Supply Co.
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Thos. J. Lee, Inc.
LONG BRANCH
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ORANGE
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PLAINFIELD
Somerset Plbg. Supply Co.
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AUBURN
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ROCHESTER
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STATEN ISLAND
Liberty Plumbers Supply Co.
SYRACUSE
W. G. Shafer Co., Inc.
YONKERS
Star Plbg. & Htg. Supply Corp.

NORTH CAROLINA
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Tomlinson Co., Inc.
GREENSBORO
Tomlinson Co., Inc.

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MARION
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H. J. Rogers and Co.
YOUNGSTOWN
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CHESTER
Tomlinson Co., Inc.
EASTON
Lehigh Valley Supply Co.
ERIE
Weil-McLain Company
Radiator Plant
HARRISBURG
Raub Supply Co.
LANCASTER
Raub Supply Co.
LANSDALE
Lehigh Valley Supply Co.
LANSDOWNE
Conrad E. Muhly, Inc.
LEBANON
Reading Foundry & Supply Co.
PHILADELPHIA
Weil-McLain Office and Warehouse: N. W. Cor. 17th St. and Lehigh Ave.
Fleck Company
Genner Bros. Co.
J. D. Johnson Co., Inc.
North Philadelphia Supply Co., Inc.
Philadelphia Plbg. Supply Co.
Plumbers Supply Co., Inc.
C. J. Rainear and Co., Inc.
Trio Supply Co.
M. Willis and Sons Co.
Willow Grove Plbg. & Htg. Supply Co.
PHOENIXVILLE
Reading Foundry & Supply Co.
PITTSBURGH
Bailey-Farrell Mfg. Co.
POTTSTOWN
Reading Foundry & Supply Co.
POTTSVILLE
Reading Foundry & Supply Co.
READING
Reading Foundry & Supply Co.
SCRANTON
Reddington Supply Co.
STROUDSBURG
Lehigh Valley Supply Co.
WILKES-BARRE
J. D. Johnson Co., Inc.
WILLIAMSPORT
Fleck-Marshall Co.

RHODE ISLAND
PROVIDENCE
Providence Pipe and Sprinkler Co.

WASHINGTON, D. C.
Harrison Brothers

WEST VIRGINIA
CHARLESTON
Bailey-Farrell Mfg. Co.
HUNTINGTON
Bailey-Farrell Mfg. Co.

CANADA
The James Robertson Co., Ltd.
Montreal, Toronto, Winnipeg, St. John



WEISWAY

Cabinet Showers

FOR HOMES OF TODAY

GOOD HEALTH!

GOOD DAY!

GOOD HUMOR!

HOW TO HAVE ADDED BATHING FACILITIES IN YOUR HOME

FOR ADDED BATHS IN LIMITED SPACE

Weisway Cabinet Showers

In planning for present as well as future needs an extra bathroom adds immeasurably to the convenience and livability of your home.

Weisway Cabinet Showers make such extra bathrooms easily possible — and bring a new enjoyment to the shower, the modern way to bathe. Weisways occupy no more space than a comfortable chair—yet they are self-contained baths, with shower head, mixing valves, soap dish and drain. They are easily combined with lavatory or toilet, or both, in many space saving arrangements to provide complete bathroom facilities.

Styled in the modern spirit, with gleaming finishes of vitreous porcelain and synthetic enamels, engineered and built to highest quality standards, Weisways are a source of pride as well as comfort.

Patented leakproof construction gives permanent freedom from troubles that beset many other types of showers. Back of Weisway design, engineering and fabrication are 62 years of experience in the building equipment field.

These complete modern baths are available in a variety of designs, sizes, finishes and colors. There are models suitable for all classes of construction from least expensive to most luxurious.

Colorful, smart and refined in design and construction, Weisways are thoroughly in harmony with the appointments which distinguish the finest and most luxurious homes. For shower bathing at its best, it's Weisway.





An extra bath is a sound investment. Dividends start at once in better living, added convenience and comfort for guests and family. And the basic value of your home is increased many times the cost of a Weisway.

VP Weisway Cabinet Shower Built-In with Weisway "In-A-Wall" Entrance Adaptor and Weisway Low-Door



Corner Entrance VP Weisway Cabinet Shower with Top-Ceiling Unit and Weisway Showerlite





Weisway Standard Cabinet Shower with Foot Bath Combination



Weisway Extra Bath in Typical Present Home

In the small home, especially, an extra bath—a shower—is a sign of good planning and foresight. With a Weisway Cabinet Shower you can afford both the cost and the space for it. It is an extra bath in itself.





To the present home a Weisway brings the convenience and added living comfort of an extra bath. All you need for a Weisway is a little-used closet, a small corner or the end of a hall—a 3-foot square or less.

Shower Bathing at Its Best in a Weisway

The shower way—in clean, running water—is the modern, healthful way to bathe! And, the shower is instantly adjustable to every physical need—it provides soothing relief after a hectic day or vitalizing pick-up for zestful work or play.

Weisway Cabinet Showers have now made this modern bath practical and possible in homes of every size and cost. And Weisway features bring a new conception of what this modern bath can be, to all members of the family, even the aged or infirm as well as the youngest and most active.

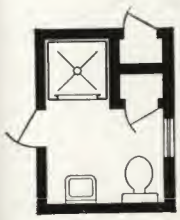
The Exclusive Foot-Grip No-Slip Floor of vitreous porcelain gives a new sense of sure-footed comfort and is equally safe, wet or dry. Easy to keep clean, non-absorbent and sanitary, this patented receptor is soundless as the tread of a bare foot.

Weisways are shipped completely fabricated and finished—all ready for quick, easy assembly and installation by the plumber. Being light in weight, yet staunchly built and permanently leakproof, they require neither reinforcement nor special preparation of room floors and walls.

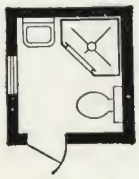
All Through the House...

there are logical places for extra Weisway baths, as, for instance: *In the basement,* as an auxiliary bath; *on the first floor,* off the utility room or convertible study; *upstairs,* in the master's bath, private guest bath, maid's bath, and for extra family baths.

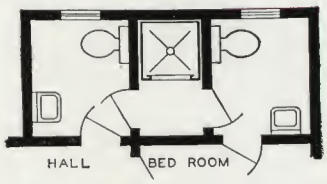
The floor plans below show some arrangements of Weisway baths and will suggest many more possibilities.



Complete bath, convenient storage closets



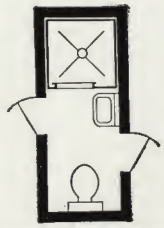
Corner entrance model a space saver



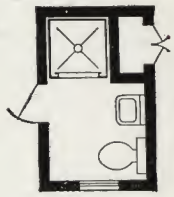
Note how one Weisway can give the practical advantages of two private bathrooms



Entrances from two sides add convenience



Compact bath serves adjoining bedrooms



Bath and linen closet in small rectangle

WEISWAY CABINET SHOWERS

For Every Home And Every Bathing Requirement

VP WEISWAY

Gleaming white vitreous porcelain walls accented by jet black porcelain trim. Other colors if desired. One-piece vitreous porcelain receptor, exterior black with chromium threshold and trim. Foot-Grip, No-Slip floor textured green on black. Two valve combination mixing unit, adjustable water-saver shower head, soap dish; all fixtures brass, polished, chromium plated. Optional extras: Top ceiling unit with Weis Shower-lite; curtain or Weis high or low door.

BW WEISWAY

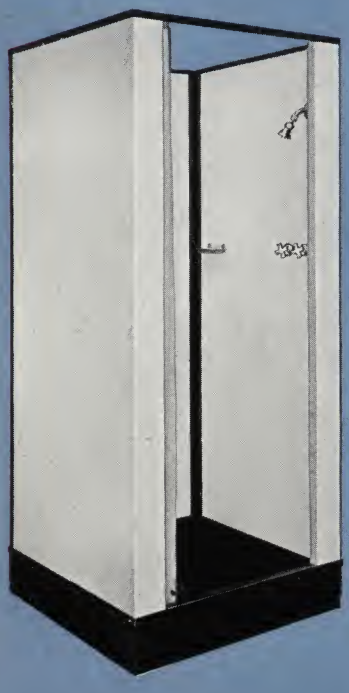
(not illustrated)

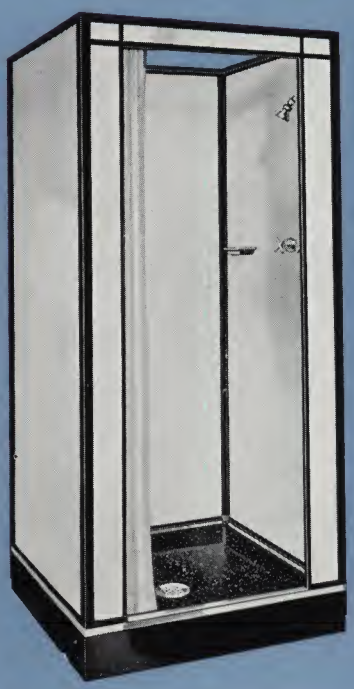
Identical with VP except walls are bonderized smooth galvanized metal finished with Weisway lustrous white synthetic baked enamel.

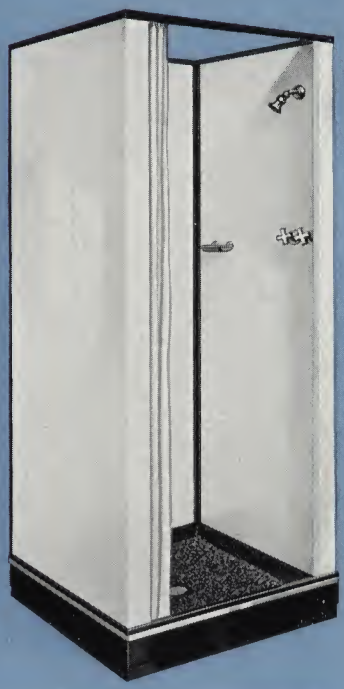
★

WEIS BUDGETEER

As the name signifies, this model embodies considered economy, quality construction and durability. Walls of treated galvanized metal, finish Weisway white baked enamel, black trim. Other colors if desired. Receptor one-piece bonderized galvanized metal, finish Weisway high temperature baked black enamel. Standard equipment white curtain, two valve mixing unit, water-saver type head, soap dish, drain, all brass polished chromium plated.







WEISWAY STANDARD

Practical for a broad range of uses, at a medium price. Walls bonderized smooth galvanized metal, finish lustrous white baked enamel, black trim. Other colors if desired. Foot-Grip, No-Slip vitreous porcelain enameled one-piece receptor; textured green on black inside, jet black outside, with black threshold, white trim. Standard equipment white curtain, two valve mixing unit, water-saver type head, soap dish, drain, all brass polished chromium plated.

★

WEIS COTTAGER

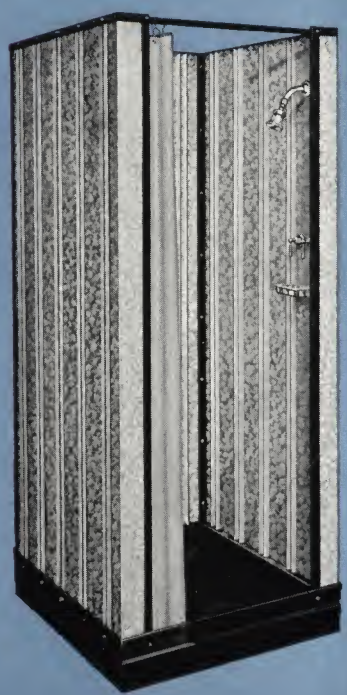
(below)

Well built and durable yet remarkably low priced. Especially suitable for basement bath, summer cottage, tourist cabin, garden house, garage. Walls of selected galvanized steel in natural silvery pattern attractively paneled. Black trim. Receptor is one-piece treated galvanized steel finished in special Weisway baked enamel. Furnished with curtain and dull chromium plated fixtures as illustrated.

WEIS COTTAGER DE LUXE

(not illustrated)

Meets the need for bath in small space at limited cost. Smooth walls bonderized galvanized metal; finish is white baked enamel. Furnished with curtain and polished chromium plated fixtures.



• TO HELP YOU CHOOSE •

The wide range of WEISWAY models provides a considered choice for every need in new building or in modernizing present homes. The chart below will be found suggestive in the selection of WEISWAY equipment for specific needs in homes of every size.

Purpose	VP Weisway	BW Weisway	Weisway Standard	Budgeteer	Cottager and Cottager DeLuxe
Master baths	*	*	*		
Extra baths	*	*	*	*	*
Guest rooms	*	*	*	*	
Servant quarters	*	*	*	*	*
Recreation rooms	*	*	*	*	*
Basements			*	*	*
Summer cottages	*	*	*	*	*

Cabinet Shower Sizes—(Width x Depth x Height)

VP Weisway	BW Weisway	Weisway Standard	Budgeteer
32x32x80	32x32x80	30x30x76	32x32x76
36x36x80	36x36x80	32x32x76	36x36x76
36x42x80	36x42x80	36x36x76	(*)36x36x76
42x36x80	42x36x80	(*)36x36x76	Cottager-DeLuxe and Standard 30x30x76
(*)36x36x80	(*)36x36x80		

(*) Corner Entrance Models

Sizes shown for VP and BW Weisway are most popular. Many others are available.

HOW TO BE SURE YOU GET WEISWAYS

If you are building, request your architect or contractor to include a WEISWAY installation of model and size selected. Your plumber will gladly advise you regarding WEISWAYS and the technical details of their installation. WEISWAY Cabinet Showers are distributed through plumbing channels. Should these recommended sources for information not have complete detailed data, write this company at the address below. Accurate data will gladly be furnished without obligation.

HENRY WEIS MANUFACTURING CO., Inc.
CABINET SHOWER DIVISION, ELKHART, IND.

HOF-339

Printed in U. S. A.

Let's look at Kitchens

WHITEHEAD METAL PRODUCTS COMPANY, INC.



But first—let us consider the kitchen labor situation

The hours you spend needlessly in the kitchen are gone from your life forever. You never can have them back to re-spend doing the things you'd like to do.

What is more, you don't have to think hard to recall the time you've wasted because your kitchen wasn't just what it ought to be. There have been too many instances when you've found yourself chained to kitchen tasks when much more entertaining pastimes were available.

Yes, the kitchen has always been a work shop. And perhaps as you end up a busy day looking at some gleaming modern kitchen beckoning from the pages of your favorite magazine, you've wondered what a kitchen like that might do to change this situation. What does it have to offer you besides new and shining equipment?

What *is* the difference between kitchens you've always known and these modern work-saving kitchens Whitehead offers you? The answer to *that* question is the answer to all of those hours you've wasted needlessly, to all of those tasks you've performed laboriously. For the first requisite of a Whitehead work-saving kitchen is the definite planning to cut down on the time and labor you've always devoted to this department of your home.

Yes, no matter what the size and shape of your kitchen, or your kitchen-to-be, you can enjoy to the fullest the work-saving advantages of a Whitehead kitchen because it is planned to meet your individual requirements.

To visualize how this can be done, look at the three pictures at the bottom of this page. They represent three work centers—the fundamentals of any kitchen, large or small. When these three centers are placed in proper relation to each other, when they are surrounded by the proper equipment which experience has shown is necessary, you'll be amazed at the result.



First, your Refrigerator and Food Storage Center. Whitehead planning places this convenient for deliveries, gives you a Monel working surface for the speedy preparation of cold dishes and the easy transfer of foods in and out of the refrigerator. The flexibility of Whitehead units makes this possible in *your* kitchen.



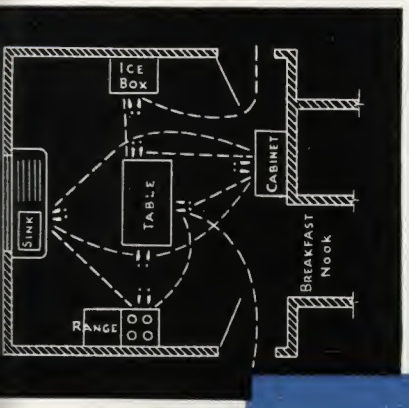
Second, your Food Preparation and Cleaning Center, the point where your meal begins with the cleaning and preparation of foods and vegetables, and ends with the washing and drying of the dishes. Whitehead Cabinets, centralized around a sink and working surface of glowing Monel, places dishes, pans, cutlery, cleaning supplies all within easy reach.



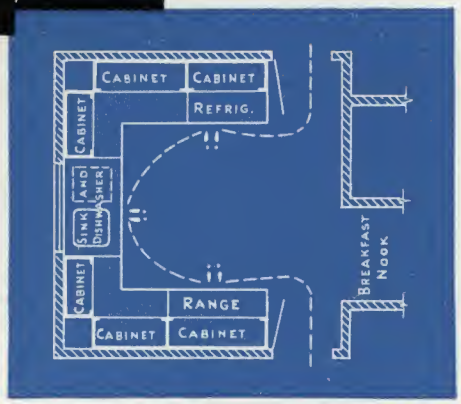
Third, your Cooking Center, with a modern range surrounded by ample working surface of Monel. Again Whitehead cabinets place cooking necessaries within arm's reach—no walking after condiments, dressings, canned goods, pots and pans. YOUR kitchen may permit direct connection between sink and range, with a Monel surface that withstands heat and constant knocks.



Thus proper planning will save you countless steps in the course of a day—give you a new reserve of energy to do the things you want to do. Thus it also saves your time—releases your hours for more important uses. Yet even while it saves your time, it invites you to do more with the pleasant hours you spend there—for one of the most gratifying results of this combination of Whitehead planning and Whitehead equipment is a room whose streamlined beauty will never cease to captivate you. Moreover, this individual planning leaves you free to express fully your own personality, to point to it with pride as *your* kitchen.



If you were to put flour on your feet and walk around your present kitchen in the course of preparing an ordinary meal, you'd be amazed at the tell-tale record of needless footsteps, of criss-cross paths, of wasted energy that did you nor the meal any good. See what happens in the diagram below when the same kitchen area is planned for work saving.



(Right) Sherlock Holmes might interpret these footsteps as of a woman serene in mind, calm in manner. Who wouldn't be serene in a kitchen where every square inch is deftly planned, where everything works with precision?

The cost? You'll be pleasantly surprised

Before we go on to describe exactly what goes into a Whitehead Work Saving Kitchen, let's dispel one doubt which may have arisen in your mind.

All of this individuality perhaps sounds like expensive luxury. But such is not the case. For while your Whitehead kitchen is custom planned, it is not custom manufactured. Long before you even dreamed of a modern kitchen, Whitehead engineers had worked out a method which gives your individual kitchen the cost advantage of production methods in the manufacture of equipment.

This planning makes another worth while saving too. If you have reasonably modern appliances—a refrigerator or an up-to-date range—gas or electric—these are utilized as an integral part of your new kitchen.

And—a highly important point—correct planning in the beginning and the use of materials that won't wear out mean that your first cost is your last cost. Glance through the pages of this book to see what goes into a Whitehead Work Saving Kitchen. Then use the invitation sheet in the back and see exactly what your Whitehead kitchen would cost—and also exactly what it will look like.



The kitchen on the left was modern by yesterday's standards, but notice the complete transformation (RIGHT) wrought in it by Whitehead equipment. Ample working surface of Monel, a sink of the same modern metal, the correct storage space within reach, increased beauty and efficiency, make it a real joy to work in.



Now visualize the DIFFERENCE a Whitehead Work Saving Kitchen can make



The roominess of this kitchen (LEFT) merely meant miles of footsteps. Working centers were broken up, isolated, bereft of needed working space. On the right, Whitehead planning draws it together, scientifically coordinates working centers with storage space within arm's reach of each, to improve appearance and over-all working efficiency.





The kitchen on the left was designed with an honest attempt at organization, but again Whitehead works a transformation, (RIGHT) multiplies storage and working space many fold, makes it possible to reach necessaries from all working centers, integrates the range, sink, and refrigerator into a unified scheme of efficiency.





Look at the hodge-podge of antiquated equipment on the left. Then re-examine this very same kitchen on the right as modernized with Whitehead planning and Whitehead units. Cluttered ledges vanish. A wealth of working surface, of unified storage space, appears. Imagine the backaches banished, the countless hours and footsteps saved through the "rebirth" of this kitchen.



Well, what IS a Whitehead Work Saving Kitchen?

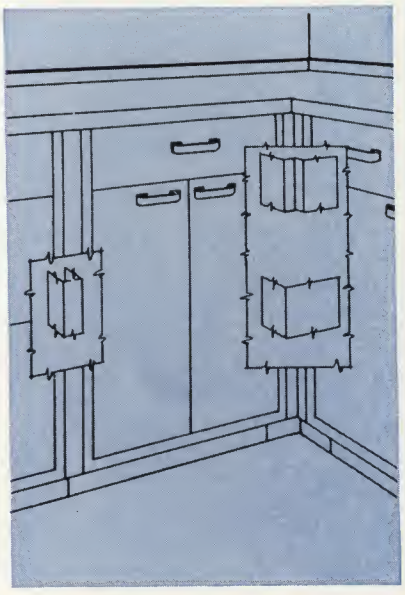
It is a combination of modern appliances, surrounded by appropriate cabinet space and work surfaces—the whole planned and placed to conserve your time, constructed to prevent annoyance and designed to captivate you with its simple charm and unblemished beauty.

This description, however, doesn't mention the desirability of the Monel that has been found to be the ideal material for the sink and work surfaces in your modern kitchen. Yet that Monel is one of the Whitehead features that have made these kitchens so desirable to so many women.

Nor does it emphasize the experience that goes into the planning of your individual kitchen. The Whitehead Planning Staff had to examine arrangements and methods in thousands of kitchens in order to know how much and what type of equipment you require, and the ideal arrangement for the space available.

It also doesn't describe the economy to you in the construction of standard units that decentralize the storage space from the old fashioned catch-all cabinet or closet to the exact spot where such storage is needed.

Nor does it show why a Whitehead Work Saving Kitchen serves just as readily in a small bungalow as it does in a large home with a complete kitchen staff of servants. Yet this principle of flexibility is one of the important reasons why a Whitehead kitchen is different.



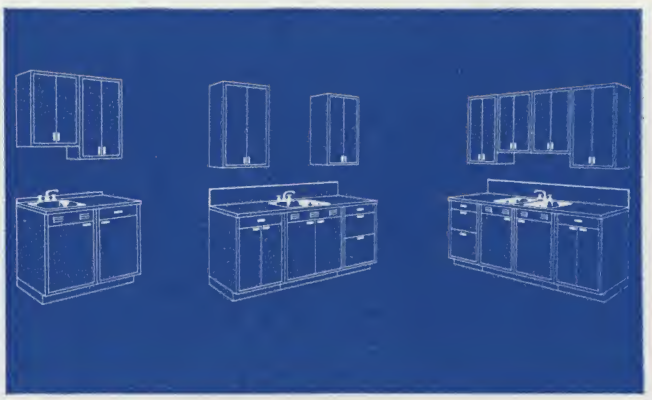
This sketch (LEFT) illustrates how enameled steel fillers are used to regulate space in the assembly of Whitehead base cabinets. The small notched areas are cut away diagrams showing the points at which fillers are used. Within these areas note the small cut away section denoting the type of filler used. Other fillers serve a similar purpose in joining wall cabinets in an unbroken line.

Perhaps you've been mentally picturing yourself in those Whitehead Work Saving Kitchens shown on the opposite page. If so, several questions must have arisen in your mind. How is it that storage space can be placed directly where it is needed? How is it possible to make cabinets and work surfaces "come out even" in any sized kitchen? How are those "unbroken work surfaces" possible?

As you read further in this booklet, you'll find that Whitehead equipment comprises four basic units—the solid Monel Sink, the steel base cabinets, the steel wall cabinets and the Monel work surface. These units are manufactured in various lengths that can be assembled in combinations to fit any given space.

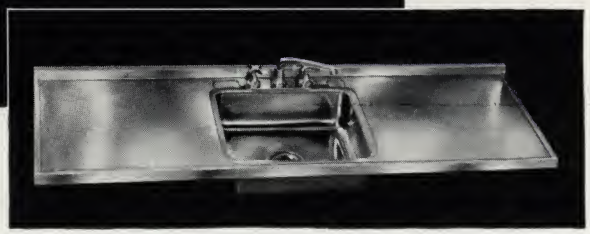
A glance at the small diagrams in cut below will show you three arrangements of the Whitehead Monel Sink, and base and wall cabinets to fit three different needs. In a new house, your architect or builder will have designed a kitchen of proper size to meet your requirements, and the planning becomes a matter of arranging these units to your best advantage. Often in existing kitchens being modernized, Whitehead planners have been able to arrange the kitchen for work saving advantages and allow sufficient extra space for a needed breakfast nook.

As to making the rows "come out even," Whitehead equipment includes what are known as fillers—small dividers of steel finished in the same manner as your cabinet assembly. These fillers are utilized between cabinets to form an unbroken cabinet line, yet make the assembly fit to the exact inch. This arrangement saves construction work which should always be taken into consideration in figuring the cost of your modern kitchen.



This is the focal Point of the ...the Monel Sink and





The sink is the most important single piece of equipment in your kitchen. More than half your kitchen hours are spent before it in preparing meals or cleaning up. Nowhere else in the whole kitchen do efficiency, durability and appearance mean so much.

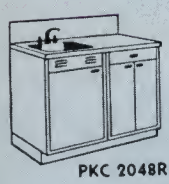
In the light of the above facts, you'd naturally expect to find that Whitehead designers have paid special attention to this important equipment, and a glance at the several pictures on these pages should convince you that they have.

In its clean, efficient lines this sink suggests a capacity for efficient work. In its cabinet arrangement it offers the convenience that is so essential. And the fact that it is so often used in model kitchens, in cooking demonstration centers and other points the public sees, is proof enough that kitchen experts are satisfied with its beauty.

The sink itself is made of solid Monel. Monel is practically immune to wear and tear—which is why it is so widely used in dining car kitchens. Monel has extreme durability combined with the strength and toughness of structural steel.

Monel is rust-proof and resistant to all food acids and alkalis normally found in the home. It is not a coating. Monel is solid all the way through, with nothing to crack, chip or wear off and expose an ugly blemish. There are some materials which look like Monel, but which may rust or wear . . . when you buy or specify, make sure it is Monel for an everlasting metal.

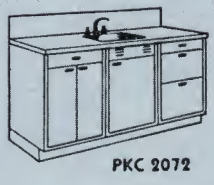
This Monel sink can be kept clean with a minimum of effort—which is why such prominent hotels as the Waldorf-Astoria have found it so satisfactory for their busy kitchens. And Monel has another peculiar advantage in that the longer you use it the more beautiful it becomes. It cleans to the lustrous polish of old silver.



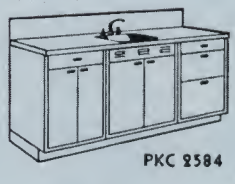
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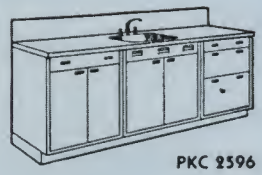
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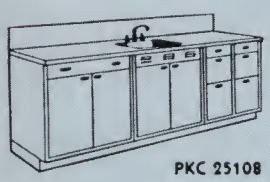
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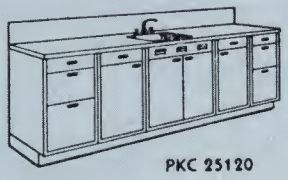
PKC 2584



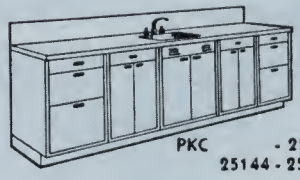
PKC 2596



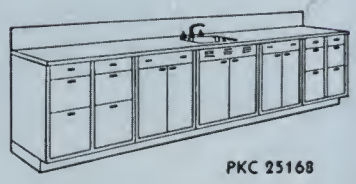
PKC 25108



PKC 25120



PKC - 25132
25144 - 25156



PKC 25168

Whitehead Work Saving Kitchen Cabinet Combination



Unlike sinks made of other materials, Monel sinks are resilient enough to soften impacts of dishes and thus reduce chipping and breakage.

In its construction also, these sinks offer you many working advantages. There are no cracks or crannies to harbor grease. All corners of the seamless bowls are rounded and the bottoms concave. Bowls are within 2½″ of the front edge—you don't have to bend over while working. Splash-proof lips protect your clothes. And the good looking Pedestal Faucet is mounted on the sink deck for convenience. Soap dish and glass holder are pressed right in the deck.

The cabinets below provide ample storage space for towels, pans, soap and washing powders, with a roomy cutlery drawer available for the hundred and one gadgets needed in meal preparation.

These cabinet sink ensembles are available in 13 lengths, from a single drainboard size for small kitchens to the large double bowl, double drainboard model where kitchen work is extra heavy.

Where possible, the double bowl models offer any household many advantages. The duplicate bowls, for instance, permit work on two kitchen jobs simultaneously. Used dishes can be stored in one, while vegetables are cleaned in the other. Cracked ice recipes may be prepared in one bowl while dishes are being washed in the other.

With this complete line of sinks available, you begin to see why we can say the size of your kitchen doesn't matter. Regardless of the model selected, the Whitehead Cabinet Sink brings convenience, efficiency and distinction to your kitchen.

Can be equipped for your favorite Dishwasher

You'll find also that all Whitehead equipment has been designed to work with the appliances of leading manufacturers. In your Whitehead Cabinet Sink, for instance, you can have any of the leading makes of electrical dishwashers installed. These dishwashers, finished in the same manner as your cabinet ensemble, merely replace one of the cabinets and become an integral part of your work saving kitchen.

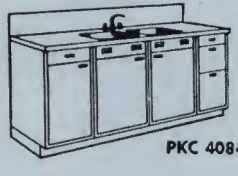
Diagrams at left show the Single Bowl Cabinet Sink Combinations available. There are 11 standard sizes (lengths). (PKC 2048 is offered with either right or left hand drainboard.) The first two numbers under the diagrams show length of sink bowl in inches, the following numbers showing in inches the over-all length of the sink itself.

Diagrams at right show the Double Bowl Cabinet Sink Combinations available. There are 8 standard sizes (lengths). The first two numbers under the diagrams indicate that there are two 20″ sink bowls, the following numbers indicating the over-all sink length. All sinks are 25″ wide and 36″ high (when assembled with recessed sub-base).

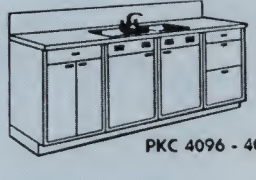
Either 7⅝″ or 1⅛″ back splashers are available, and if desirable, sinks can be provided with end splashers as well.

Diagrams show standard models only. Intermediate sizes and combinations are available at slight extra cost.

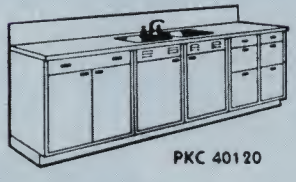
All sinks are available without base cabinets. When ordering sink alone, omit prefix "PK".



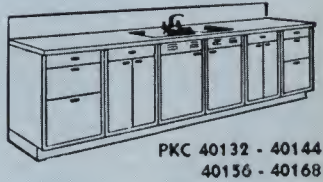
PKC 4084



PKC 4096 - 40108



PKC 40120



PKC 40132 - 40144
40156 - 40168

Continuous Working Surfaces o integrate the sink and all base

Stand in the center of a Whitehead kitchen and make a circuit of it with your eyes. Notice the working surfaces of the same gleaming Monel used for the sink—with the same advantages *plus*. Only after you've actually used these surfaces can you appreciate why so many kitchen authorities consider Monel the ideal working surface from the standpoint of food preparation.

Being a non-absorbent material, Monel has no effect on food. It cannot retain or impart foreign tastes to foods prepared on its surface. This means that you can dispense with needless pots and pans. You can prepare foods directly on the Monel surface, mixed, rolling, kneading doughs, arranging and pounding meats, making sandwiches and salads.

You can remove a hot kettle from a burner, set it on Monel without fear of damaging its surface. Heat or cold cannot affect or crack it.

What's more, being a continuous surface, there are no cracks or edges, ridges or joints, to harbor grease and food particles. The usual care given to any kitchen sink material suffices to clean it. Moreover, cleaning improves its appearance as time goes on.

Notice, also, how Whitehead units—all of the same height—are integrated by being topped and joined with a *continuous* working surface of this modern kitchen metal.

This principle of continuous working surfaces—which is limited only by the floor plan of your kitchen—adds many times over to your working space. In some cases, this means three and four times as much working space as possible with old-fashioned kitchen units. What a wealth of convenience! You're never cramped for space, never fretted by inability to find a place to perform the small rush tasks of meal preparation.

Look at it from every standpoint—efficiency, convenience, permanence, long-range economy, beauty! You find them all in a continuous working surface of Monel.





STANDARD MONEL CABINET TOPS

There are 14 standard lengths available in Monel Cabinet Tops—15-18-21-24-30-36-42-48-60-72-84-96-108 and 120 inches. Intermediate sizes and longer sizes are available at a slight extra cost. All Tops are 25″ deep and are furnished with flat surface unless specified with a bead. Height of apron is 1½″. Available with either 1⅛″ or 7⅝″ back splashers or without back splashers, as you specify. Tops are designed to fit over any combination of the base cabinets shown on the two following pages to create a continuous, unbroken working surface of silvery Monel.

This Monel working surface is shown with 7⅝″ back splasher and end splasher. All Monel tops are also available with 1⅛″ back splasher (with or without end splashers).



These four units shown





Durable MONEL units

CABINET TOP DUOCRATS

Illustrating the many arrangements possible with Monel working surfaces, the Cabinet Top Duocrat represents almost a complete cooking center in itself. The Cabinet Top Duocrat consists of a Whitehead steel cabinet base and Magic Chef Gas Range, with an overall Monel Top.

This new unit offers many distinct advantages in working convenience and storage compactness. Two general types are available, the one shown at left with a 24″ Magic Chef Gas Range, and the type immediately below embodying a 39″ Magic Chef Gas Range.



All Cabinet Top Duocrats are 25″ deep and 36″ high, (when assembled with recessed sub-base). With the 24″ range, 14 Models are available in 7 different lengths. Diagrams at right illustrate these combinations. DPKCT 39 to 60 are available with either left or right hand range; DPKCT 72 with range in left, right or center position (as shown); DPKCT 84 C with range in center only. 6 models are available with the 39″ range in combinations as shown (DPKCT 60X to 120X). Intermediate sizes and combinations at slight extra cost. Overall tops available without base cabinets; when ordering tops alone, omit prefix "PK".

h 7⅝″ back splasher. Available also with 1⅛″ back splasher.



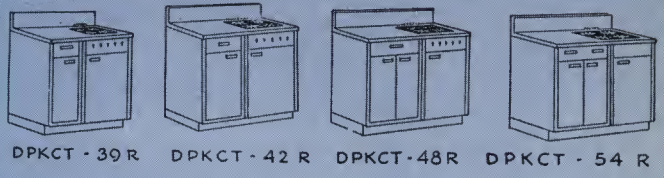
SINK DUOCRATS

The Sink Duocrat is a Combination Sink and Cooking Center arranged side by side so that all details of meal preparation can be carried out at one point. The top of the unit is a one-piece sink and working top that completely covers the range. These units, which have been featured in women's magazines as ideal step savers, cre available with 24″ Magic Chef Gas Range (shown at left) and with the 39″ Magic Chef Range (shown below).

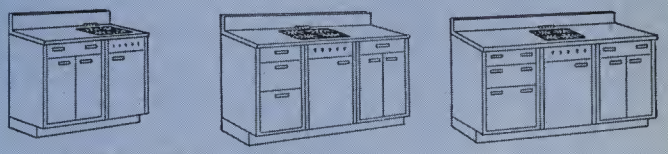
Standard Duocrat Sink and Range ensembles are 25″ deep and 36″ high, (when assembled with recessed sub-base). 5 models are available with 24″ Range in 3 different lengths as shown by diagrams at right. (48″ and 72″ models are available with range on either left or right side.) 7 lengths are available with 39″ Range. Intermediate sizes and combinations at slight extra cost. Overall sink tops available without base cabinets; (when ordering omit prefix "PK".)



CABINET TOP DUOCRATS



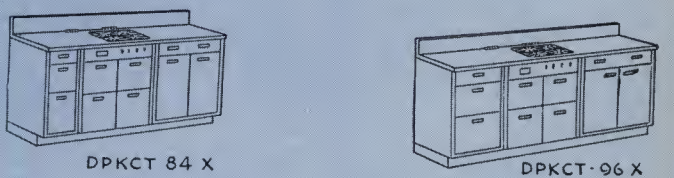
DPKCT - 39 R DPKCT - 42 R DPKCT - 48R DPKCT - 54 R



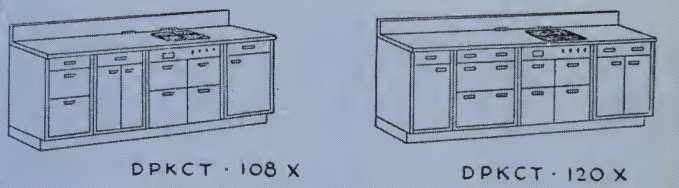
DPKCT - 60 R DPKCT - 72 C DPKCT - 84 C



DPKCT - 60 X DPKCT - 72 X

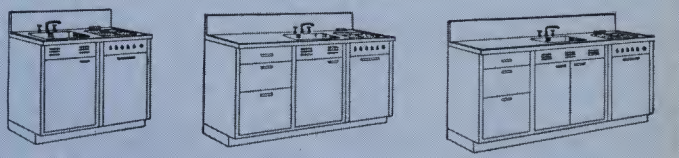


DPKCT 84 X DPKCT - 96 X

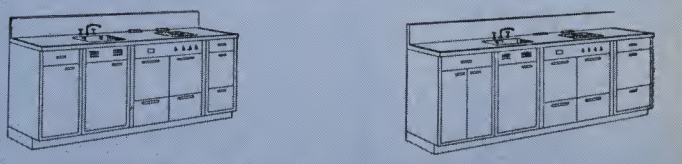


DPKCT - 108 X DPKCT - 120 X

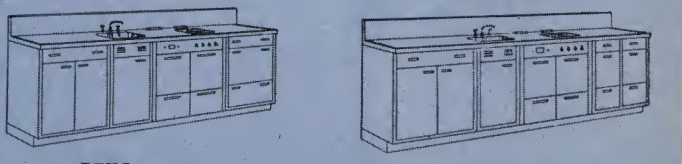
SINK DUOCRATS



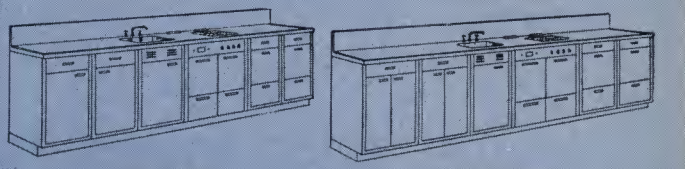
DPKC 2048R DPKC 2072R DPKC 2084



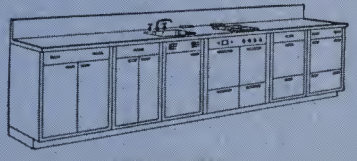
DPKC 2096 DPKC 20108



DPKC 20120 DPKC 20132



DPKC 20144 DPKC 20156



DPKC 20168

STEEL CABINETS—to keep

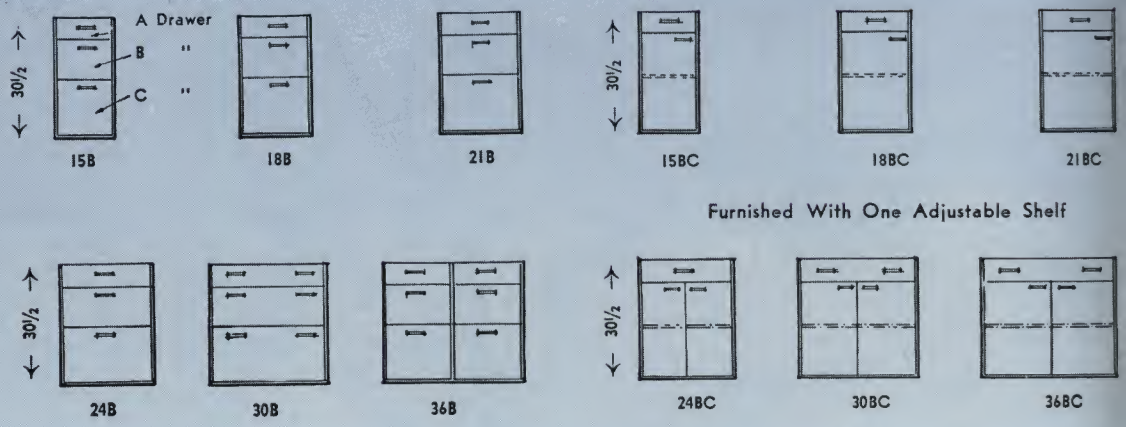


BASE CABINETS

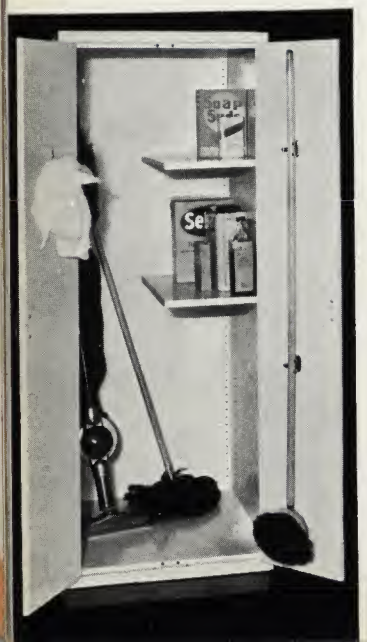
Here again, by design and construction, Whitehead engineers visualized your kitchen as a whole to make maximum use of space and to increase the usefulness of major kitchen appliances. Steel Base Cabinets save steps, speed up work, by placing utensils, bulk staples, and other accessories in the *right* type of storage space and within easy reach of kitchen work centers. That's why they come in two styles—one, the All-Drawer type; the other, the Cupboard type, which includes one adjustable shelf, one implement drawer. Constructed of heavy gauge steel with baked enamel finish. Imagine the pleasure of a kitchen equipped with these cabinets exactly where you need them!



All Base Cabinets are 24″ deep and 30½″ in height, making an ideal working height of 36″ when assembled with recessed Sub-base and Monel Top. Furnished without Sub-base or Monel Top, unless specified. Single door units available with right or left hand hinge. At slight extra cost, Drawer Combinations can be varied, such as two "A" drawers for one "B", or three "A" drawers for one "C."



UTILITY CABINETS—TO



Whitehead kitchen planners have not overlooked the need for special storage space. Below are shown a number of utility cabinets whose purpose is more specific than the base and wall cabinets to provide storage space at your three kitchen centers. The tall Implement Cabinet (LEFT) keeps out of sight such awkward implements as mops, brooms, pails, as well as soaps, waxes, and polishes. The Vegetable Storage Cabinet (BELOW) is equipped with three spacious vegetable bins louvered for air circulation. The Soiled Linen Cabinet (BELOW) eliminates the annoyance of constant visits to the laundry.



Both Vegetable Storage and Soiled Linen Cabinets are 24″ deep, 36″ high with Sub-base and Monel top, and come in either 21″ or 24″ widths. Implement Cabinets available 13″ or 24″ deep, 15″ or 18″ wide with single door, 24″ wide with double doors. Height 62″ (or 66″ with Sub-base). Indicate left or right hand hinge with single door. 80″ height also available.

things where they belong



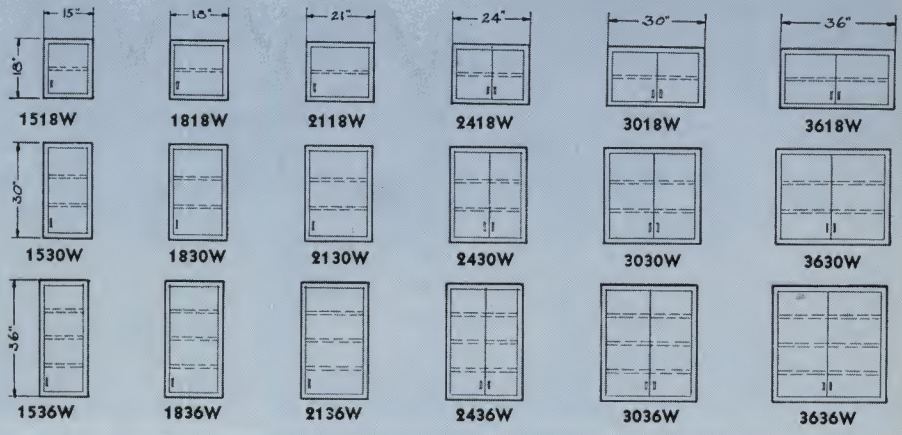
WALL CABINETS

Playing an integral and important part in completing kitchen efficiency, Whitehead Wall Cabinets, with single or double doors, provide handy space for dishware, glasses, canned goods, staples, condiments, and the myriad other items required directly where you're working.

Their depth of 13″ adapts them to base units to give you a free vision of working surfaces without danger of striking your head. Shelves, adjustable at half-inch intervals, accommodate items of all sizes. Corner Wall Cabinets shown at right with or without door, enable you to utilize otherwise waste space.



All Standard Wall Cabinets are 13″ deep. One shelf furnished cabinets of 18″ height, two shelves with 30″, three shelves with 36″ height. Specify left or right hand hinge on Single Door Cabinets. High Wall Cabinets 24″ high are available in three widths, 15″, 18″, and 24″, and in two depths, 13″ and 24″. Corner Cabinets are either 30″ or 36″ in height.



MEET SPECIAL NEEDS

Putting to use kitchen space frequently wasted, the two Base Cabinets below help increase working efficiency. The Sink Front Cabinet (CENTER) is intended primarily for use when the bowl is at the end of sink combination and provides space for all under-sink and sanitary necessities. The Dead Corner Cabinet (BELOW) is a three-sided cabinet which converts dead corners into useful storage space. The shelves in the tall linen Cabinet (RIGHT) are adjustable. There are other cabinets available, electrically heated for drying towels, warming plates, to meet every conceivable job that will speed your work.

Sink Front Cabinet is standard 24″ depth, either 24″ or 36″ wide. Dead Corner Cabinet is 20″ deep, 24″ wide. Linen Cabinets available in 13″ or 24″ depths, 15″ or 18″ wide with single door, 24″ wide with double doors. Height 62″, (or 66″ with Sub-base;) 80″ height also available. Indicate left or right hand hinge with single door.





All Whitehead Kitchen Equipment is built to serve you everlastingly

In order to achieve *durability*, the vital factor entering into kitchen economy, all Whitehead equipment is constructed of two basic materials—Monel and Steel.



Single-piece top construction featured in Whitehead sinks, with integrated backsplash . . . convenient pedestal faucet mounted behind sink . . . soap and glass recesses pressed directly in deck surface . . . flared bowl to prevent collection of water on drainboard . . . rounded bowls with concave bottoms . . . all resulting in a surface easy to clean and free from crannies or cracks which can collect grease.

First—for sinks and working surfaces—Monel, the ideal rust-proof, wear-resistant alloy of silvery lustre which blends with any color scheme and takes punishment without showing it. Second—for all cabinet construction—the highest grade of furniture steel which weather cannot warp or swell to cause sticking drawers and doors, water cannot rot, and time finds unchanged after years of constant use. As the finish of all cabinet interiors and exteriors—not just paint, but tough, beautiful enamel *baked* directly on the surface of steel to wear indefinitely and keep your kitchen cheery without periodic refinishing costs.

But for a moment forget these fundamentals and notice the attention to details which makes Whitehead equipment so pleasant to use. Examine the Monel Sink—note the closeness of the bowl to the front edge eliminates bending forward, the easy-to-clean stretch of unbroken working surface.

Notice the cabinet—work-rigid, reenforced, doors and drawers filled with sound-deadening insulation, scientifically designed as to comfortable working height and with recessed toe-base to banish backaches by enabling you to work in a natural upright position. All surfaces are finished smooth, inside and out, to facilitate cleaning. Hinges are concealed, corners welded, to prevent sharp edges. Bullet catches really keep doors closed. Drawers open easily, quietly, and can be quickly removed for cleaning.

And with it all, Whitehead equipment is so simply constructed that any dealer or man handy with tools can install it. Remember, too, that units are so dimensioned as to make the addition of new equipment a simple matter. Yes, Whitehead equipment not only *lasts*, but it serves you while being amenable to any changes you may face in the future.



Whitehead Cabinet construction features: Anti-friction drawer slides . . . insulated door and drawer fronts . . . recessed toe space . . . concealed hinges . . . bullet catches . . . rubber bumpers . . . welded frames, door and drawer corners . . . modernistic hardware.

Including the Junior Line, designed for those with limited budgets

The Junior Line—illustrated on this page—is the natural outcome of an insistent demand. Hosts of home owners found Whitehead the answer to their dreams of a modern work-saving kitchen, but, alas, beyond the means of their limited budget. For such a situation, Whitehead experts have provided an answer—the Junior Line designed with a strict eye for economy yet incorporating all the important labor-saving features which have ranked Whitehead kitchens so high in the esteem of home economists. The results have been eminently gratifying, both to Whitehead planners and home owners alike. Serviceability and convenience have not been slighted, yet prices have been brought down to a point which suggests that *everyone* seriously weigh the advantages of these streamlined work-saving kitchens which add so much to the joy of home making.



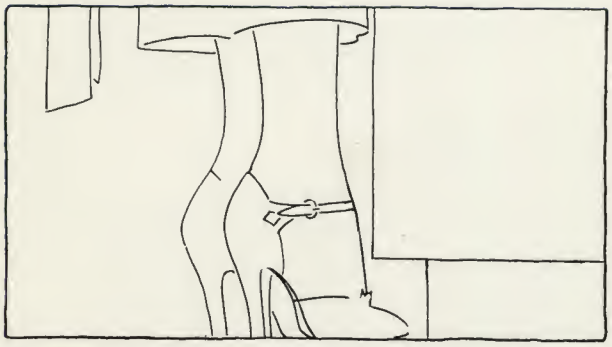
No essential Whitehead work saving feature is sacrificed in this Junior Line. Construction is simplified. A slightly lighter gauge of steel is used in the cabinets. But your real saving is made possible by the fact that the Junior Line consists of a fewer number of pieces of equipment manufactured in larger quantities. Savings in machine work, in dies, in the economies of quantity production, of interchangeable standard parts, are passed along directly to you.

This procedure may seem to sacrifice the flexibility that enables Whitehead equipment to fit any kitchen. This will not be true for the majority of kitchens. And where greater flexibility is necessary, it will be possible to utilize standard line Whitehead cabinets with the Junior line, for the appearance of the two lines is so nearly alike an expert can't recognize the difference a few yards away.

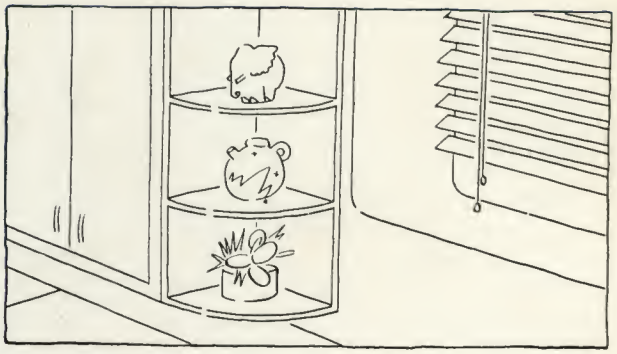
A 60″ Monel Sink and Steel Base Cabinet Combination, known as the Unacrat, is the focal point of the Junior Line. This compact ensemble shown above, illustrates most graphically how quantity production of a single "package" unit can result in an attractive price. The Unacrat is 25″ deep and 36″ high with recessed sub-base. It has two large drawers and one cutlery drawer, two large cupboards, and under-bowl space also available for storage.

All Junior Line Wall Cabinets are 13″ deep and are available in widths of 18″, 24″, 30″ and 36″ in the 30½″ height,—24″ and 30″ wide in the 21″ height. Junior Line Base Cabinets are all 24″ deep and designed for 36″ working heights (with sub-base and working top). The Three-Drawer type comes in widths of 18″, 24″ and 30″; the All Cupboard type comes in widths of 18″, 24″, 30″ and 36″. Junior Line Linen Cabinets and Broom Cabinets are 13″ deep, 18″ wide, and 80″ in height (84″ with sub-base). Sink Fronts come in four widths—21″, 24″, 36″ and 48″.

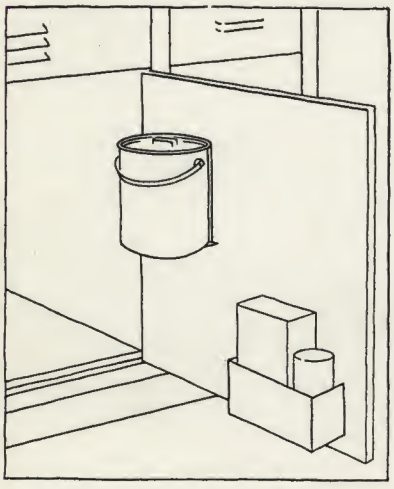
Let's look at some of the additional features Whitehead Kitchens offer you



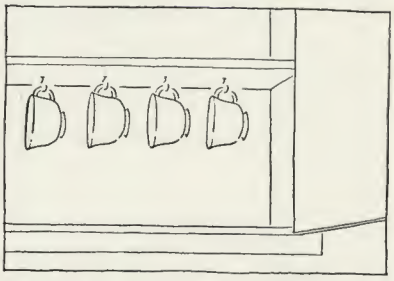
The recessed sub-base enables you to stand comfortably close to the working surfaces of Whitehead Base Cabinets and Sinks, eliminating backaches which arise when ordinary bases compel you to lean forward constantly.



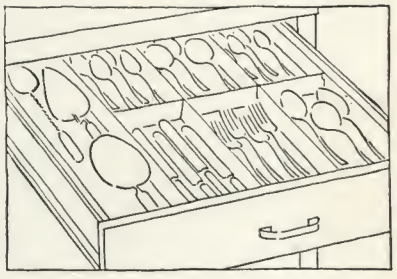
Simplicity of design provides an ideal foundation around which to add decoration expressing your own personality and taste.



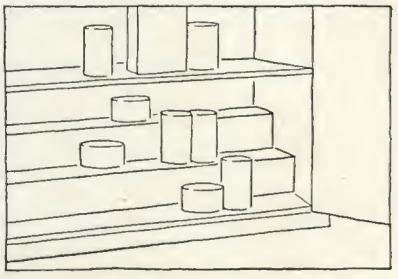
(ABOVE) On the inside of the sink front door, a rack to hold soap and cleansing powder, and a corrosion resistant Monel refuse container which unhooks easily from sink front door.



The above cup rack can be attached to the underside of any wall cabinet shelf for convenient and safe cup storage. Hooks are at 3-inch intervals.



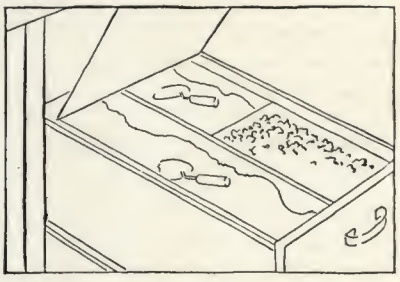
This full-depth cutlery drawer (ABOVE RIGHT) is divided for various-sized pieces to eliminate the annoyance of rummaging through an entire drawer to find the utensil you want.



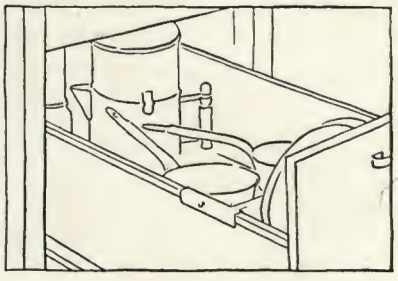
Step Shelves (ABOVE RIGHT) can be inserted in Wall Cabinets to increase accessibility of cans, bottles, other small items. Eliminates blind groping.



Open wall surface between the working tops of base cabinets and the bottom of wall cabinets make it possible to provide for plenty of convenient electric current outlets for labor saving small appliances.



A tight-fitting, easily-raised lid covers this bulk compartment drawer (RIGHT) which keeps sugar, flour, other meals, handy directly at your working center.



An adjustable rack at the front of this drawer (RIGHT) keeps bulky utensil lids upright and handy, relieves you of a temper-trying nuisance.

How to have a truly modern kitchen

In reading this book, you've reviewed all the important factors which enter into the make-up of the modern work-saving kitchen—the elements of sound construction, of design based on experience, of materials selected for serviceability and appearance, of planning that integrates the kitchen as a whole to lessen work and increase over-all efficiency. You've been shown how Whitehead units can do this for you, as though *custom*-built for *your* kitchen. Now you are probably wondering what *your* Whitehead Kitchen would look like, what the cost would be—and we are prepared to give you an accurate answer.

Your First Step

Ask your architect or builder for the name of the nearest Whitehead dealer, or tear off the post card from the enclosed information sheet so we can send you this information.

Then visit this Whitehead dealer and look at Whitehead equipment. See how it is made, the silvery finish of the Monel working surfaces. Satisfy yourself that here are the cabinets and working surfaces you want.

Then tell your architect what you desire. Give him your ideas, being sure to specify "Whitehead" and "Monel."

. . . Or We Will Plan or Help You Plan Your Kitchen

Most housewives seem to feel that the best kitchens are those in which the woman of the house has a hand. As one said, "How can anybody except myself know just what I want and how I like to work!" True, and a woman's own preference *plus* the experience of a Kitchen Specialist adds the advantage of a complete knowledge of all the most modern conveniences, tested work-saving ideas to your own preferred way of doing things.

Because a kitchen is such a personal thing, many architects prefer to have a Kitchen Specialist work with them and their clients—it takes so much time to get things just so, and there are so many other important things for the architect to do for you. He will welcome reliable service which will help him to satisfy you completely.

To apply the helpfulness of the Kitchen Specialist to your own particular problem, the Whitehead dealer will either get a plan of your kitchen from your architect, or you can hand him a blue print of the first floor if you do not want to trace the kitchen off the plan. From this plan, together with your ideas, Whitehead Kitchen Planning experts will visualize your Whitehead Kitchen for you or your architect promptly—generally within a week, and often within two or three days if you ask for special delivery.

This visualization will be complete, showing not only floor and wall plans, but also *the proper type* of equipment at each work center.

Of course, you or your architect can write directly to Whitehead if you prefer, or if the Whitehead dealer is not right close by.

The Whitehead dealer will give you and your architect the exact cost of your proposed kitchen, no matter who plans it.

The service we have been talking about is just a plus to give you the greatest pleasure out of your use of Whitehead equipment. It costs nothing extra.

If you wish, Whitehead will plan for you the ideal Work-Saving Kitchen and indicate on the drawings how you can start with just the essential cabinets, adding the others as you are able. This service is particularly appreciated when first costs must be kept down, and yet where you do not want to sacrifice quality.

If You Are Remodeling

Exactly the same service as previously outlined is yours. Of course, it is necessary for you to supply us with the details of your present kitchen layout. The Whitehead dealer can measure up this information, or you can use the diagram sheet enclosed, which is designed to make it easy for you to give us the facts we require. All you have to do is to follow the directions printed on the sheet, sketch in the present layout of your kitchen and answer the few questions on the back. Be as accurate as possible and use a tape measure in determining dimensions.

Now, at this point, if you are really interested in a modern Work-Saving Kitchen, there is no need for us to urge quick action—except to remind you that the sooner you send us the necessary material the sooner you will see your kitchen as it could be—a modern work-saving department that will give you new hours of freedom.

WHITEHEAD METAL PRODUCTS COMPANY, INC.

303 West 10th Street **New York City**

Branches or Representatives in Principal Cities

Other MONEL Products for your Home...

FOR A LIFETIME OF CLEAN HOT WATER



Morning, noon, and night for the rest of your life, you can have clean, rust-free, hot water—water clean enough to drink—if your heater has a Monel tank—the tank that's guaranteed in writing for *twenty years* against failure through rust or corrosion.

Ask to be shown Monel tanked heaters made by any of the following manufacturers: GAS—Whitehead; Ruud; ELECTRIC—Hotpoint, Wesix; Frigidaire; General Electric; Westinghouse. Or, if you can't avail yourself of the automatic features of gas or electricity, Whitehead can supply you with a Monel range boiler carrying the same guarantee.

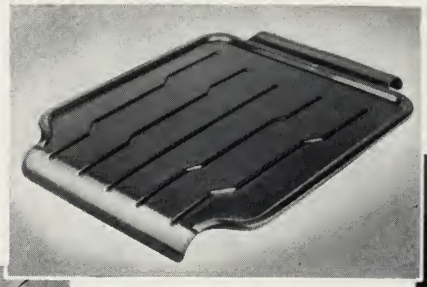
MONEL MAKES A PERFECT PLACE TO PREPARE MEALS

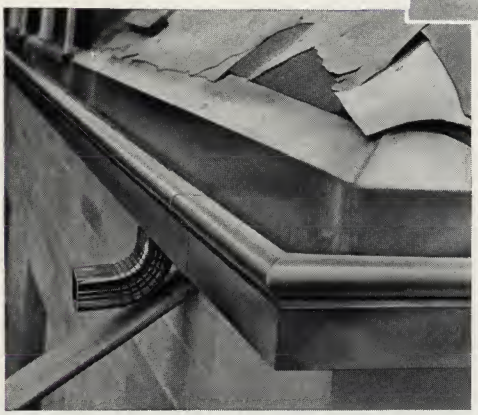
Before you buy a range look at the Monel-topped ones offered by leading manufacturers—look and remember that a Monel top is not only beautiful but can take the sort of abuse that inevitably occurs in cooking—the banging of pots and pans, contact with scorching hot skillets and spilled over foods. Monel won't chip, crack, or craze, won't discolor from hot utensils, won't permanently stain even when doused with such things as boiling hot preserves. And you'll be pleasantly surprised to find out how moderately Monel topped ranges are priced.



Even the odors of fish and French fries can be kept from wandering when your kitchen is equipped with a Monel ventilating hood such as the one shown above. An 8" electric fan whisks excess heat, steam and odors up to the outside air through a duct behind the blank panel in the cabinet.

If you have one of the tray and sink combinations you can bring it the benefits of Monel with the drainboard shown at the right. Made of extra heavy gauge Monel, it has no coating to chip, crack or peel off.





The finishing touch or the starting point of many a modern kitchen is a Monel table. On its beautiful surface you could, without hesitation, knead dough, carve a chicken, or scour silver. It's easy to clean. It won't wear out—nor will it ever become shabby.

Outside the house Monel contributes to trouble-free living. Gutters and downspouts (as shown at the left), roofs and flashings can be forgotten for the life of the house when they are made of rustless, durable Monel.



For additional information on any of the above items write to:

WHITEHEAD METAL PRODUCTS COMPANY, INC.

303 West 10th Street **New York City**

Branches or Representatives in Principal Cities


THE WELL
PLANNED
GARDEN

WYMAN'S LANDSCAPE SERVICE

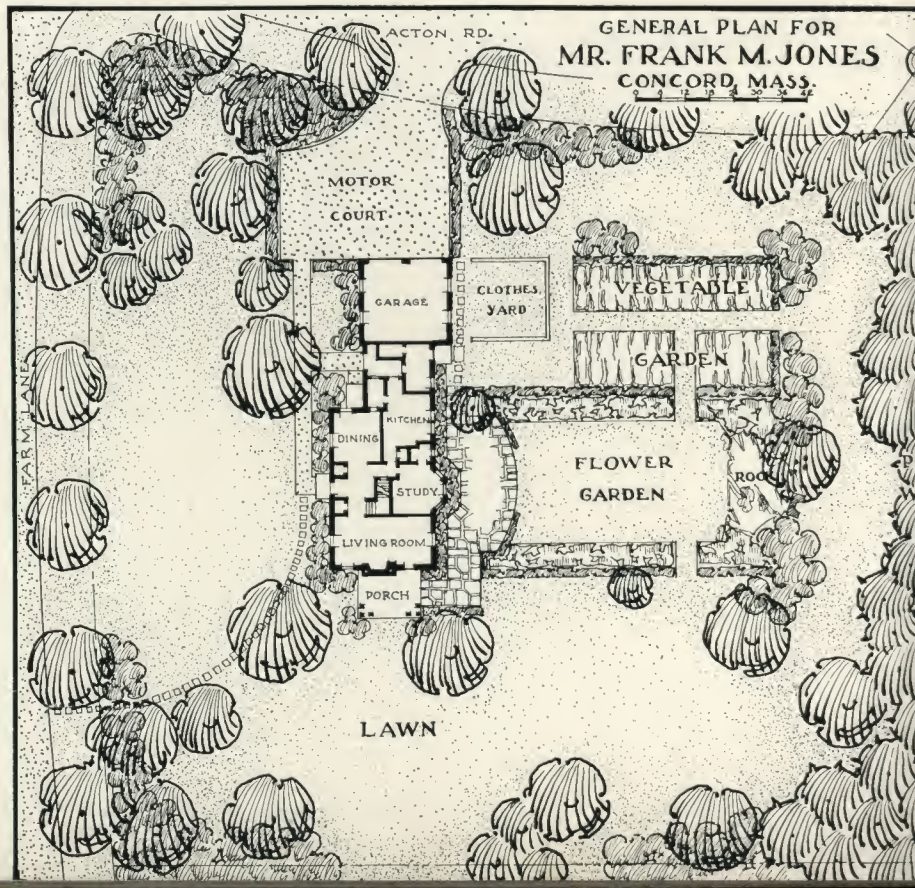


A HOME WELL RELATED TO ITS SETTING; ACCESS FROM THE HOUSE IS EASY AND NATURAL

The well planned Garden

means getting the most out of your property in use, pleasure, beauty, and privacy. Gardening (or planting) the home is as much a problem of thought, skill and arrangement of spaces, and plantings as it is a problem of purchasing and planting plants. Many home owners have set out numerous plants without achieving beauty, some of them have never been conscious of their failure because they have never visualized the undeveloped possibilities of their property. A trained and skillful adviser can show you both possibilities and savings.

A COMPLETE GENERAL PLAN, SHOWING THE ENTIRE LAYOUT IN MASS AND THE RELATIONSHIP OF ITS PARTS TO EACH OTHER.



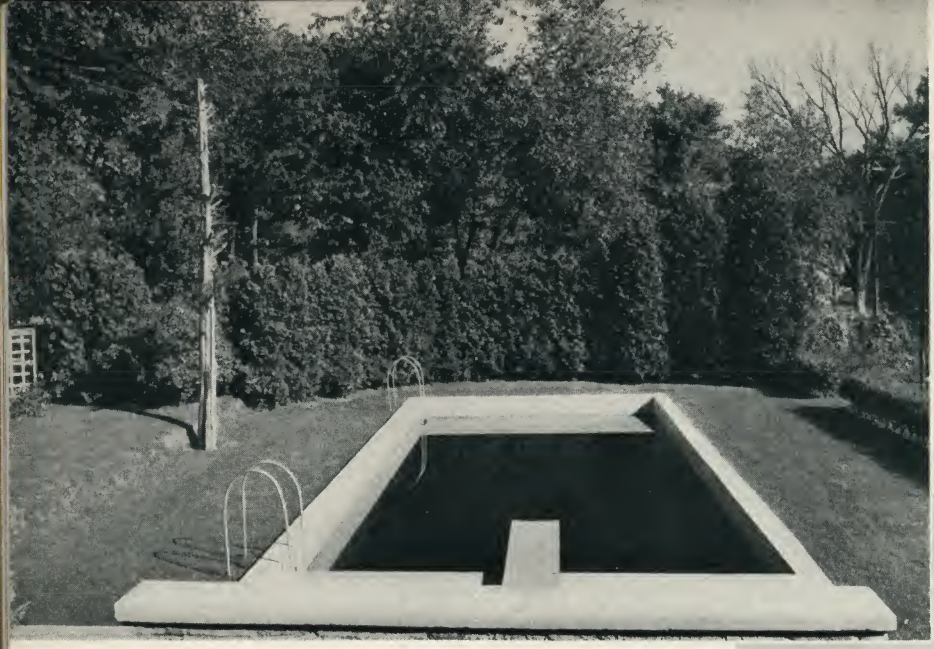


A TINY IRREGULAR CORNER HAS BEEN MADE TO FURNISH A COOL RETREAT AMID COLORFUL FLOWERS.

A well thought out idea converted hidden possibilities into charming realities by combining planning and planting. Neither plan nor plants alone could have done this, but skilled arrangement of fine plants has succeeded in making an ordinary plot into a place of beauty.

A QUIET FEELING OF AMPLE SPACE HAS BEEN CREATED ON A VERY SMALL PLACE; NO GRADING OR CONSTRUCTION WAS NECESSARY. JUST GOOD PLANNING AND PLANTING.





WYMAN'S FRAMINGHA

LANDSCAPE SER

can help you with both large and sma
Discuss your problem with one of our re
no charge for the first call. Phone Fra
pointment.



A PLACE TO PLAY AND REST
HAS BEEN CREATED IN
COMPLETE PRIVACY

A piece of vacant land was there; a careful plan was made. Then the proper plants were used. The cost was amazingly low. If you have a back yard or a piece of vacant land, the ease with which it can be made into an attractive useful area will surprise you.



OBSERVERS FROM THE STREET
SEE ONLY AN ATTRACTIVE
ENCLOSURE

NURSERIES

VICE

landscape problems.
esentatives. There is
ngham 6191 for ap-



The planting about the house is truly important and must be done well to bring out the beauty of the structure, yet without trees and enframent borders or screens, the setting is incomplete. The homes shown here are all well planted yet see the difference the trees and surrounding planting makes. A little competent advice about selection and arrangement can do more than many dollars worth of poorly arranged plants.



←THERE IS A FEELING OF AGE STABILITY THAT ACCOMPANIES LARGE TREES AND COMPLETE PLANTING.



SETTING ENFRAMENT, BACKGROUND AND PRIVACY IN A PLANTING OF SIMPLE CHARM

The finished charm of properly handled details. The effective treatment of a small corner, the pleasant feeling of space made possible by correctly relating the grass area to the size of the flower beds. A pleasant way to hide unattractive views. These and many more features must be well planned before they can be planted. An experienced designer can help you with these details.





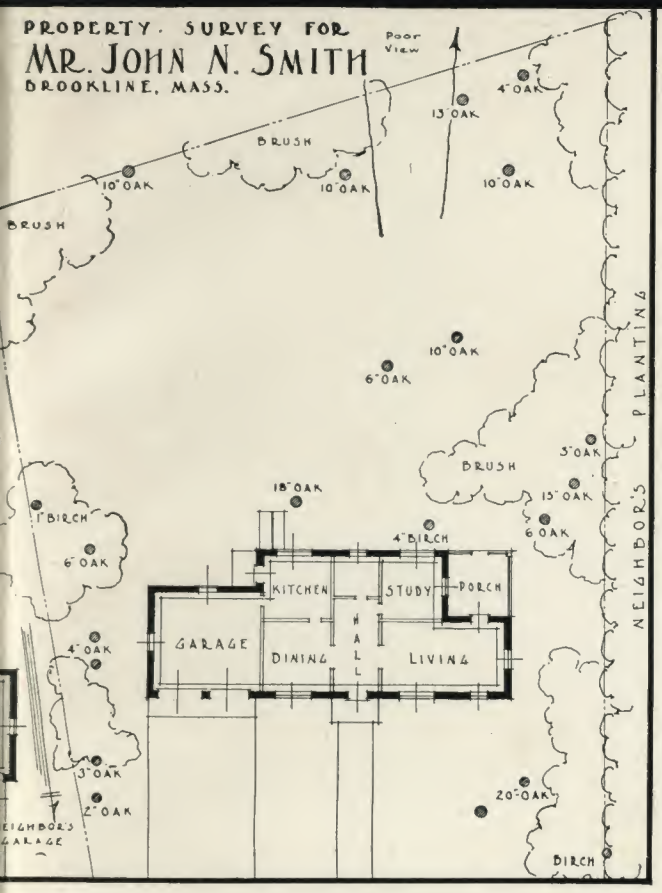
↑ AN ALL YEAR DISPLAY OF FLOWERS AND FOLIAGE COMPLETELY CHANGES A BARE ROCKY CORNER.

↑ A COMPLETE GARDEN CREATED BETWEEN LARGE TREES IN FULL VIEW FROM THE HOUSE; THE AREA IS SMALL; THE FEELING OF SPACE IS AMPLE.

A CLOTHES AND SERVICE YARD THOROUGHLY HIDDEN BY AN ATTRACTIVE SCREEN →

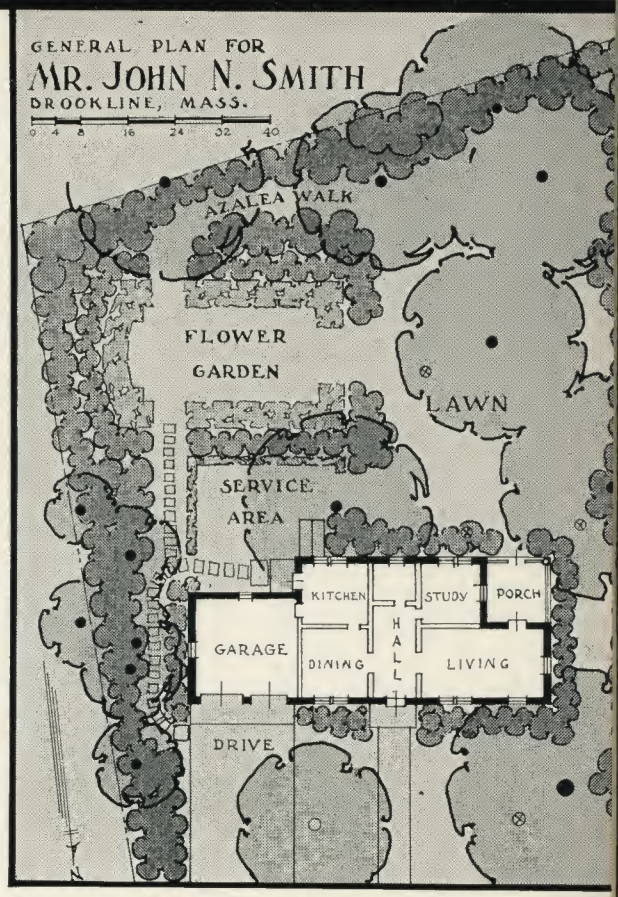


WYMAN'S LANDSCAPE SERVICE



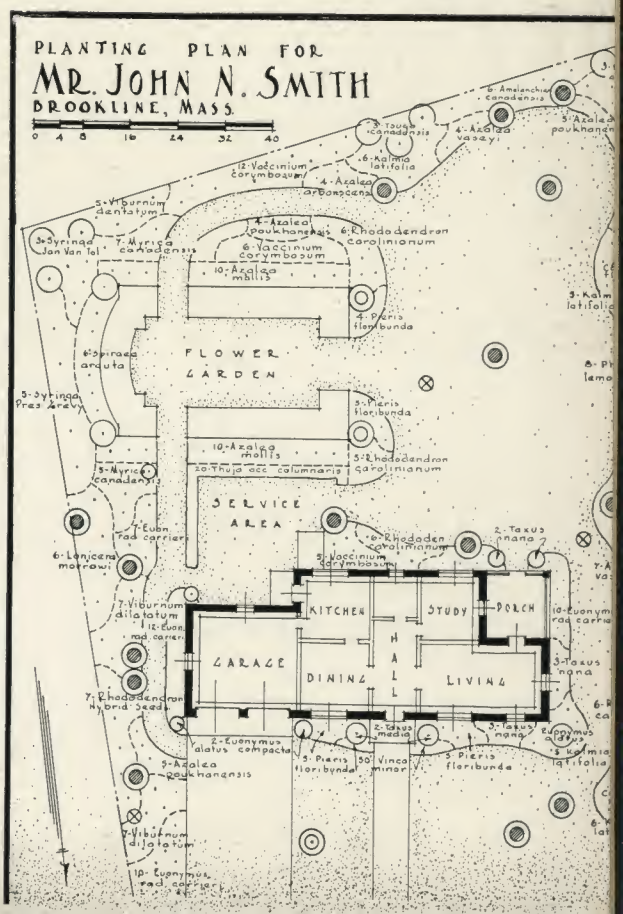
EXISTING CONDITIONS

THE PROPOSED LAYOUT



For those who wish to get the fullest enjoyment from their gardens. The complete plan is the best method of approaching the development of your property. It gives you the opportunity to plan the whole project as a unified scheme, and if it is not convenient to complete at once, it can be done over a period of seasons under a definitely organized plan with budgeted expenditures. The usual method of approaching this problem is for us to make a plot plan of existing conditions. Then a general plan, in color, is submitted for the owners study. If the proposal is not just what the owner wants, a revised plan is made. After a satisfactory scheme is worked out, a complete detailed planting plan is made, showing the exact location and number of plants, with lists and details, which will show how to create the plan on the ground by the use of plants and other landscape forms. Wyman's Framingham Nurseries have trained and experienced landscape designers to help you with this program. The cost of this service is surprisingly small. Without charge or obligation to you, we will gladly send one of our designers to explain the service to you, if you will phone or return the enclosed card.

PLANTING PLAN SHOWING EXACT NUMBER AND LOCATION OF PLANTS AS WELL AS WALKS, STEPS, ETC. ↓



WYMAN'S FRAMINGHAM NURSERIES

Tel. Framingham 6191

Routes 9 and 30 Framingham, Mass.

WYMAN'S
FRAMINGHAM NURSERIES
SUGGESTS HOW YOU CAN HAVE
THE WELL PLANNED GARDEN
FOR YOUR HOME



FOR THE AMATEUR GARDENER

For those who prefer to personally develop their own landscapes-for those whose needs only call for an occasional plant or two, for replacements, or for filling some empty corner, our three Display Sales Gardens will be most convenient. Here are shown the choicer as well as the more common plants for home gardens. Here also you can receive help and advice on your gardening problems, without charge.

Residents of Eastern Massachusetts will find at least one of Wyman's Framingham Nurseries Sales Gardens within a few minutes drive from their homes.

They are located in:

Framingham	on Route 30
Natick	on the Worcester turnpike
Arlington	on Massachusetts Avenue opposite the High School